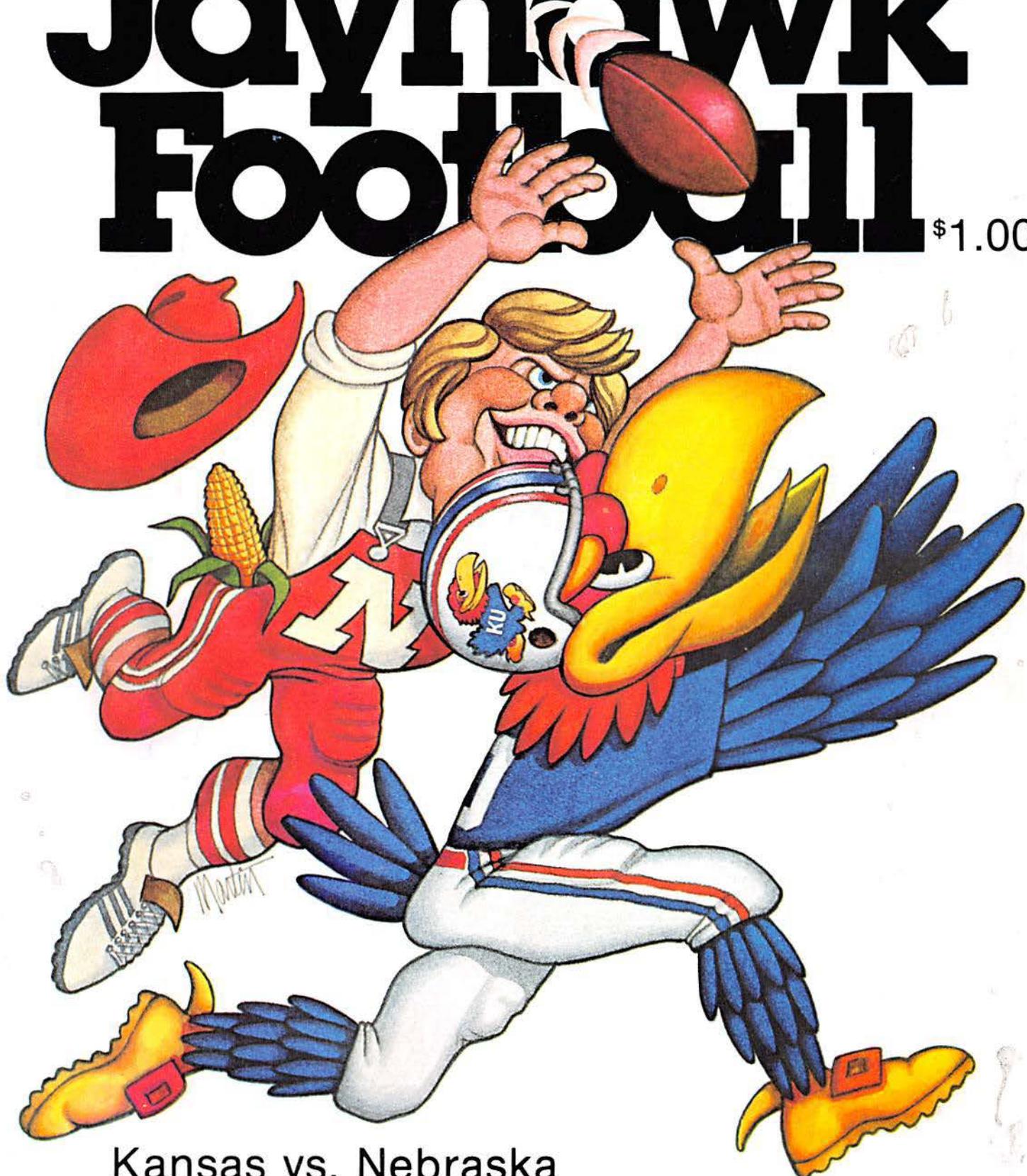


# Jayhawk Football

\$1.00



Kansas vs. Nebraska



Make it yours.

# Jayhawk Football

**Kansas**  
**VS.**  
**Nebraska**  
**Nov. 4, 1978**  
**Memorial Stadium**  
**Lawrence, Kan.**

## KU ATHLETIC BOARD

### Faculty

Bob Marcum, Director of Athletics  
Del Brinkman, Faculty Representative  
Richard von Ende, Exec. Secretary to the University  
David Ambler, Vice Chancellor of Student Affairs  
Craig McCoy, Comptroller  
Clark Coan, Dean of Foreign Students  
Robin Davis, Prof. of Physics and Astronomy  
Carole Zebas, Asst. Prof. of Physical Education  
Elizabeth Banks, Asst. Prof. of Classics and Art  
History  
Gerhard Zuther, Prof. of English  
Robert Casad, Prof. of Law

### Students

Mike Harper, Lawrence, Pres. of Student Body  
Jeff Chanay, Topeka, Chairman of Student Senate  
Sports Committee  
Jon Josserand, Johnson, Student Representative  
Laura Smith, St. Louis, Mo., Student Representative

### Alumni

Gary Padgett, Greenleaf  
Tony Immel, Iola  
Monte Johnson, Wichita  
Bob Riss, Merriam  
Sam D. Evans, Jr., Salina  
Dick O'Neill, Overland Park

## KU ATHLETIC STAFF

Athletic Director: Bob Marcum  
Asst. Athletic Dir., Business: Doug Messer  
Asst. Athletic Dir., Operations: Jerry Waugh  
Asst. Athletic Dir., Promotions: Bruce Mays  
Asst. Athletic Dir., Williams Educational Fund: John Novotny  
Asst. Williams Educational Fund Dir.: Don Fambrough  
Sports Info. Dir.: Don Baker  
Asst. Sports Info. Dir.: Jim Sheldon  
Academic Counselor: Mike Fisher  
Ticket Manager: Nancy Welsh  
Asst. Business Manager: Art Lingle  
Dir. of KU Sports Network: Tom Hedrick  
Dir. of Photography: Chuck Bemis  
Head Football Coach: Bud Moore  
Asst. Football Coaches: John Levra, Larry Jones,  
Don Blackwelder, Ken Martin, John Hadl,  
Hank Hettwer, Jim Webster and Jack White

## CONTENTS

Today's Game .....	3
Commitment to Excellence .....	4
Tongue-tied at the Mike .....	7
The "New Look" Memorial Stadium .....	9
KU's Marching Jayhawks .....	13
Recruiting at Kansas .....	14
Bob Marcum, KU Athletic Director .....	17
Bud Moore, KU Head Coach .....	21
Memorial Stadium Locations .....	23
Trainers, Manager—Dean Nesmith, Lynn Bott, Lary Trowbridge.	25
ABC College Football Quiz .....	27
Meet the Jayhawks .....	28
KU Roster .....	32
Starting Lineups .....	34
Nebraska Roster .....	37
Today's Opponent—Nebraska .....	38
Nebraska Statistics .....	40
KU Statistics .....	41
KU First Aid Unit, Trainers and Managers .....	44
KU Spirit Squad .....	51
Great New Hospital .....	56
KU's Central Science Complex .....	61
KU's Outstanding Teachers .....	62
Williams Educational Fund .....	65

The Jayhawk Football Magazine is published by the University of Kansas Department of Intercollegiate Athletics. Editor, Program and Advertising Manager—Jim Sheldon. Photographers—Gary Jones and University Photo Services. National Advertising—Spencer Marketing, Inc., New York, N.Y. Design—Office of University Relations—Division of Publications. Cover Illustrations—John Martin. Printing—World Co., Inc., Lawrence, Kan.

Part-time Asst. Football Coaches: Clayton Williams,  
Don McLeary  
Strength Coach: Ron Hubbard  
Head Basketball Coach: Ted Owens  
Asst. Basketball Coaches: Bob Hill and Lafayette  
Norwood  
Head Track Coach: Bob Timmons  
Asst. Track Coaches: Gary Pepin, Jerry Hudson  
Baseball Coach, Physical Plant Dir.: Floyd Temple  
Swimming Coach: Bill Spahn  
Gymnastics Coach: Bob Lockwood  
Golf Coach: John Hanna  
Tennis Coach: Tom Kivistö  
Team Physician: Dr. David Hiebert  
Team Dentist: Dr. Jerry Nossaman  
Head Trainer: Dean Nesmith  
Asst. Trainer: Lynn Bott  
Equipment Manager, Football: Larry Trowbridge  
Equipment Manager, Other Sports: Charles  
Newman  
Special Services Asst.: Lee Brooks  
Maintenance Superintendent: Norm Stuart



Member

**BIG 8**  
**CONFERENCE**



# Packer Plastics

OF LAWRENCE

**SALUTES THE 1978 KANSAS JAYHAWKS**

**CAPTURE THE SPIRIT OF JAYHAWK FOOTBALL  
WITH PACKER CUPS & MEGAPHONES**



**OTHER EXCITING PACKER PRODUCTS INCLUDE**

**NEW ACRYLIC HOLIDAY ORNAMENTS**



**MAIN PLANT:**  
2330 Packer Road  
Lawrence, Ks.  
(913) 842-3000

 **PACKERWARE FLOWER POTS & SAUCERS**



**WESTERN DIVISION:**  
300 Parr Blvd.  
Reno, Nev.  
(702) 329-0811

# Today's Game

## Kansas

### vs. Nebraska

Kansas will be out to end a five-game losing streak and a nine-year dry spell against Nebraska when it faces the powerful Cornhuskers today.

Suffering from a five-game losing skein, Kansas' overall record has dipped to 1-7 and its Big Eight mark has sagged to 0-4. A win over the Cornhuskers would not only put an end to that skid, but also nine years of frustration versus the Big Red.

KU hasn't beaten Nebraska since 1968 when its Orange Bowl-bound squad topped the Cornhuskers 23-13 in Lincoln. Since then, it's been all Nebraska.

NU has won the last nine meetings to run its domination of the 87-year-old series to 60-21-3. And its won those meetings rather handily outscoring KU 338-56 and shutting out the Jayhawks four times.

Last year's meeting in Lincoln was fairly typical of how things have gone between the two in recent years. Nebraska romped, 52-7, while amassing a school record 550 yards rushing. Runningbacks L. M. Hipp (200 yards), Rick Berns (107 yards and three TDs) and Tim Wurth (90 yards) led the onslaught.

Unfortunately for the Jayhawks, Hipp, Berns, Wurth and a good number of other Cornhuskers are back from that team. They've raced to a 7-1 overall record and share the Big Eight lead with Oklahoma at 4-0.

"It looks like the same old Nebraska to me," said KU head coach Bud Moore. "They have big, strong personnel in every position and lots of depth. Nebraska has a great football team."

There were some doubts about that when NU dropped

its opener, 20-3, at Alabama in a nationally televised game. However, the Huskers have bounced back winning seven straight.

"What's impressed me more than anything about Nebraska is how they've reacted to that opening day loss at Nebraska," Moore said. "That was a big game with a lot of attention and publicity focused on it and Nebraska just had one of those days—they couldn't get untracked and everything Alabama did worked. It would have been pretty easy to get down after an experience like that, but Nebraska's done nothing but get better since then."

In fact, Nebraska's improved enough to rank second in the country with 479.7 yard of total offense a game, third with 321.0 yards rushing per outing and second with 38.6 points per game.

Moore will try to counter that firepower with a young, injury-riddled Kansas team. He did get some encouraging news last week with the healthy re-

#### Keep Your Eyes on the Scoreboard

Oklahoma at Colorado

Kansas State at Iowa State

Missouri at Oklahoma State

Notre Dame-Navy (Cleveland)

Maryland at Penn State

Texas A&M at SMU

Louisville at Wichita State

Michigan State at Illinois

Michigan at Iowa

Northwestern at Purdue

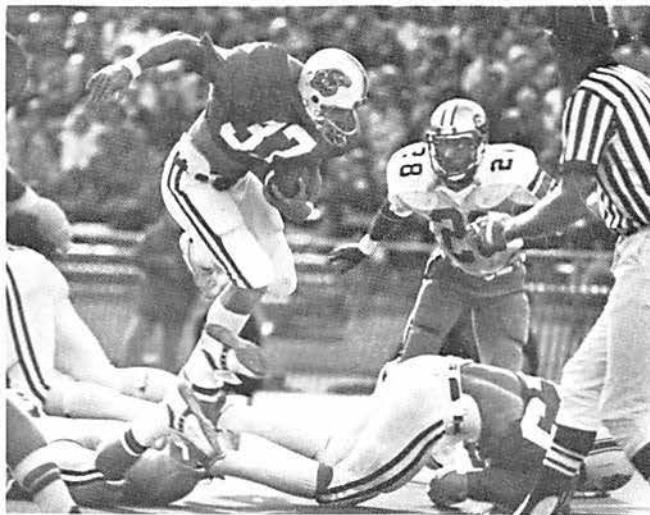
turn of senior fullback Max Ediger and sophomore linebacker John Calovich, but Kansas still has had over a third of its squad injured this season, including 13 performers who are out for the year.

Facing those kind of obstacles and a rugged schedule—Nebraska is KU's sixth nationally ranked opponent in nine games this year—Moore would like to see some results in the win column, but would settle for some steady improvement over the remainder of the year.

"At this point, our goal is simply to improve as a football team," he said. "If

we can learn to eliminate mistakes, execute our own schemes better and get tougher mentally, we have a chance to have some success these last three weeks of the season."

Following today's game, KU takes to the road to wind up the 1978 campaign. The Jayhawks meet traditional rivals Missouri and Kansas State to finish the year. Nebraska, meanwhile, faces its long-awaited showdown with Oklahoma next week in Lincoln and then finishes up the regular season with a home date against Missouri.



Senior fullback Max Ediger returned to the Kansas lineup for the first time in a month last week against Iowa State and gave notice he's recovered from his hamstring problem. The Topeka, Kan., native picked up 40 yards on 10 carries.

#### Kansas Seniors

Seven Kansas seniors will be making their last appearance in Memorial Stadium today while two others will be watching from the sidelines. Injured quarterback Brian Bethke and defensive end Harry Murphy won't be suiting up today, but the following will be playing their final home game for KU:

**John Algee**, NG, St. Louis, Mo.  
**Jerry Calovich**, DE, Kansas City, Mo.

**Max Ediger**, FB, Topeka, Kan.  
**Franklin King**, OG-DT, Pocatello, Idaho

**Tom O'Doherty**, OG, Omaha, Neb.  
**Mark Vicendese**, WB, Berkeley Hts., N.J.

**Mike Wellman**, C, Lawrence, Kan.

An Inheritance 112 Years Old

## Commitment to Excellence



To the thousands of students who have attended The University of Kansas in its 112-year history, KU represents a heritage rich in tradition but flexible in its ability to meet new challenge. Though the face of the campus has changed, it remains one of the most beautiful and memorable in the country. Likewise, the University's commitment to excellence remains its strongest resource, as enrollments continue at record levels and as educational programs grow in diversity. It is a commitment that has been shared by KU's students and faculty since the University's inception, a commitment that was underscored in 1890, when the first chapter of Phi Beta Kappa west of the Mississippi River was formed at KU.



This commitment to excellence has led KU to a position of eminence among public universities in the United States. It has produced an enthusiasm among its alumni and

friends that consistently has placed KU among the top 10 public universities in the country in the amount of private endowments received. It has fostered numerous University-sponsored public service programs to meet the increasingly complex educational needs of Kansas. It has led to research in a wide variety of fields that has placed KU scientists at the forefront of discovery. It has produced top artists, mathematicians, linguists, health researchers, scholars in virtually every field.

This year, as in the past, KU's students are its life-blood. Contributions by students have helped The University of Kansas maintain its status as a progressive, modern institution of higher learning. The academic accomplishments of its students, combined with KU's traditional excellence in teaching, research and public service, have brought the University such prestigious honors as membership in the Association of American Universities. KU is one of only 25 public universities to belong to this association. Excellent students come to KU for their college education. Fifty percent of them graduated in the top quarter of their high school classes, and 80 percent were in the top half. KU not only attracts excellent students, it has been attract-

ing them in ever increasing numbers. At a time when college and university enrollments are declining nationwide, KU's enrollment has been on the up-swing. Over the last five years, KU's total enrollment has climbed by more than 25 percent and now exceeds 25,000. While here, KU's students further distinguish themselves and bring credit to the University.

Graduates of The University of Kansas also bring distinction to their alma mater as they advance in their professions. KU alumni have made important contributions in state

and national political leadership, in the academic world as teachers and administrators, in science and technology, in all the professions. KU even is represented among the select group of people who have journeyed to the moon.

The University of Kansas also enjoys a national reputation for the quality of its scholarly research. Last year KU received more than \$31 million in research grants. Included were funds for investigations into the causes and cures of cancer, pharmaceutical research, treatment of children with developmental disabilities, improving



aircraft stability, exploration for new sources of energy, and other areas. In fact, in every field of study at The University of Kansas, faculty members are on the cutting edge of their disciplines, and are contributing to the advancement of knowledge through their research activities.

Nowhere is KU's commitment to excellence more in evidence than at



the College of Health Sciences and Hospital in Kansas City and Wichita. In addition to the \$3.5 million radiation therapy center now under construction, the University is completing construction of a \$55 million addition which will make the University Hospital one of the outstanding health education, research and patient care centers in the nation. The University has increased medical school enrollment by 60 percent since 1971 and, based on the number of medical students in proportion to population, is educating doctors in Kansas at a rate 50 percent higher than the national average.

While it educates more doctors, nurses, and allied health professionals, the University also encourages them to establish their practices in Kansas, where their services are needed,

and has created the Physician Placement and Recruitment Program to aid this effort. Additionally, the University has mounted an extensive health care outreach program to support doctors, nurses, and allied health professionals in their work. The health care outreach program will be regionally organized with regional health education centers.

Through these regional health education centers, the University's extensive continuing education program for doctors, nurses, and allied health professionals will be administered, as will such other outreach programs as the Nurse Practitioner Training Program, the Physician Placement and Recruitment Program, the Preceptorship Program, residency rotations and other efforts to help meet the health care needs of Kansans. There is no higher priority at KU than the effort to meet the health care needs of Kansas and the Health Care Outreach program is the clearest example of this effort.

The health care outreach programs are but a part of the University's outreach effort, which has grown significantly over the last five years. There are now more than 450 courses administered by the University's Division of Continuing Education off

campus each year. Also, the Division of Continuing Education offers professional seminars, police and fire training, and independent study by correspondence. In fact, it is estimated that more than 70,000 Kansans take part each year in one of the hundreds of KU continuing education programs which have been developed to meet the educational needs of Kansas citizens. Through KU's Regents Center in Overland Park and the Capitol Complex Public Management Program in Topeka, as well as a host of other programs, more educational oppor-

tunities are being made available at locations away from the campus.

The vitality of The University of Kansas also is illustrated at both the Lawrence and Kansas City campuses by an unprecedented construction boom. Over the last five years construction projects totaling more than \$159 million either have been completed or are under way.

Clearly the tremendous improvement in facilities at The University of Kansas will enhance in a significant way the educational environment for students and faculty as well as ena-



ble the University to be of expanded service to all Kansans.

These are just some of the many qualities, achievements, characteristics and developments that make The University of Kansas the exciting institution it is. They are reinforced by the University's commitment to excellence, a commitment that enables KU to grow and change to meet the needs of a growing and changing Kansas.

# A TRADITION IN SPORTS

## OFFICIAL NCAA PUBLICATIONS cover the college sports scene.

For more than three quarters of a century, official NCAA guides and rules books have provided college sports fans with the best reading for all seasons. Each guide is packed with schedules, records, previews, championship stories, statistics, results, scores, photos and (see listing) the official playing rules. With availability well in advance of the season, they are perfect "warm-ups" for your favorite sports.



### FOR THE FOOTBALL FAN! Four great publications

#### NCAA FOOTBALL GUIDE

—The perfect preview of the coming season, as well as a great reference throughout the year. District-by-district features, schedules, results, team charts and much more.

#### NCAA FOOTBALL RECORDS

—The answer book of college football, and the ideal companion to the Guide. Best performances, yearly champions, coaching records, win streaks, longest plays. A treasure for the aficionado.

Also available are weekly statistics rankings for football, basketball and baseball from the NCAA's official statistics service, general information publications including the NCAA rules and regulations, a compilation of championship records and history for 41 championships in 18 sports dating back to 1883, and the NCAA's official newspaper, published 18 times a year.

Order for the year, and the books will be shipped, postage paid, in the months in which they come off the press.

#### Official NCAA Guides and Rules

Quantity	Title (Price)	Available
<input type="checkbox"/>	Football Rules and Interpretations (\$2.00)	April
<input type="checkbox"/>	Read-Easy Football Rules (\$1.00)	May
<input type="checkbox"/>	Water Polo Rules (\$1.00)	April
<input type="checkbox"/>	Soccer Guide and Rules (\$2.00)	June
<input type="checkbox"/>	Basketball Rules and Interpretations (\$1.00)	June
<input type="checkbox"/>	Read-Easy Basketball Rules (\$1.00)	July
<input type="checkbox"/>	NCAA Football Records (\$2.00)	July
<input type="checkbox"/>	1977-78 Basketball Scores (\$1.00)	Aug.
<input type="checkbox"/>	Football Guide (\$2.00)	Aug.
<input type="checkbox"/>	Swimming Guide and Rules (\$2.00)	Sept.
<input type="checkbox"/>	Wrestling Guide and Rules (\$2.00)	Sept.
<input type="checkbox"/>	Ice Hockey Guide and Rules (\$2.00)	Sept.
<input type="checkbox"/>	Basketball Guide (\$2.00)	Oct.
<input type="checkbox"/>	Basketball Scorebook (\$2.00)	Oct.
<input type="checkbox"/>	Baseball Scorebook (\$2.00)	Aug.
<input type="checkbox"/>	Skiing Rules (\$1.00)	Nov.
<input type="checkbox"/>	Gymnastics Rules (\$1.00)	Nov.
<input type="checkbox"/>	Baseball Guide and Rules (\$2.00)	Dec.
<input type="checkbox"/>	Track and Field Guide and Rules (\$2.00)	Dec.

#### NCAA Statistics Rankings

<input type="checkbox"/>	Football Statistics Rankings (\$7.00)	weekly
<input type="checkbox"/>	Basketball Statistics Rankings (\$7.00)	during season
<input type="checkbox"/>	Baseball Statistics Rankings (\$7.00)	

#### FOOTBALL RULES & INTERPRETATIONS

—The final word on how the game should be played. A one-volume combination of the "must" books for football playing and officiating.

#### READ-EASY FOOTBALL RULES

—For the more casual armchair "official." A "peoples' version" of the official rules and a delight to read.

#### General NCAA Publications

<input type="checkbox"/>	NCAA Manual (\$3.00)	March
<input type="checkbox"/>	National Collegiate Championships (\$3.00)	Sept.
<input type="checkbox"/>	NCAA News (\$9.00)	18 issues per year

#### MAIL TO: NCAA PUBLISHING Department FP, P.O. Box 1906 Shawnee Mission, KS 66222

Enclosed is cash, check or money order in the amount of \$  for the official NCAA publications in quantities indicated from the list above. Please forward these items to me in the months they become available.

Name

Address

City  State  ZIP

## Broadcast Bloopers

# Tongue-Tied at the Mike

By JACK WILKINSON  
New York Daily News

During a telecast of an Eastern football game a few years back an announcer was waxing eloquent on the life, liberty and pursuit of football by the young men spread out on what, in the golden age of sport was called the "vast panorama of the green plain below," when he got his tongue wrapped around his eye teeth and could not see what he was saying.

"Well fans," he well-fanned. "That's an odd offensive lineup, looks to me like a shotgun or a throwback to the old box formations of the Knute Rockne Days. What do you think, Barry?"

Barry, being a color man who wanted to keep his nice seat in the booth and also not wanting to show up the head man, did not answer. Instead, he quickly scribbled a note and passed it on. The announcer still has the note, pressed between pages of his notes detailing the salad days of Harry Wismer.

"The other team has the ball" the note stated and, as an afterthought, added, "you stupid compost collector." Well, it didn't exactly say that, but you get the idea. That's what can happen to a sportscaster when he commits the cardinal sin of taking his eye off the ball. In this case, he not only took his eye off the ball, he took it off the team who just lost it on downs and who had coughed it up to the other guys.

But speaking of Harry Wismer, as we did a few lines back, there was Harry one day covering the annual fall festivites between

Army and Navy. Harry had his eye on the ball but not on the clock, or at least, the clock which told the correct time. "Nine seconds to go," bellowed Harry, "eight, seven, six . . ." By the time he got down to one he was hysterical and he called, in a voice calculated to bring home the cows, hogs and all the fish in the sea, "ONE SECOND LEFT TO GO IN THIS FOOTBALL GAME!!!!" Turned out there was more than a second — much more — and we'll let the curtain of imagination and charity descend upon the scene, adding that there are many in sports today who will tell you that Harry never did know what time it was.

All of which proves that strange things can happen when you sit up there behind the mike and the camera wanders about the field. Keith Jackson once was handed a cup of coffee whilst following the action and paused to sip. "Yow," he yelled, "that stings," as his caffeine carrier was molten-lava hot. At that moment a horrendous block was thrown and caught by the camera and Jackson admit that his comment fit the situation. "Since then," he adds, "I always test the coffee . . ."

Bloopers by announcers "up there in the booth" have happened since the days of the crystal set and the early coverage of sport, notably football, where weather conditions often play a big part in the proceedings. Once, while his colleague was on the sidelines, the main man described things and then segued into "let's go down on the field to old Jim." At that point Jim had slipped in the side-line mud and

looked like the victim of a quicksand murder in a Boris Karloff movie. "Have to take it back from Old Jim," said the main man. "he's up to his a . . . ah, his ankles in mud." That was an almost bloop, but close enough.

Therein lies the terror of the bloop, the fact that once stated, it cannot be taken back. The announcer

to the right man. "Jones on the carry . . . he laterals out to Smith who moves . . ." Sometimes there were two and three laterals and Bill would heap praise on the team under discussion as "ringmasters in an aerial circus."

Stern's close friend, Clem McCarthy, rarely did football. He is best recalled



has that bewildered attitude of "did I really say that?" and for the next few minutes handles things as though he were shuffling high explosives. Your announcer then tries to relax, play it cool, a sort of whistling in the graveyard.

Goofs on the air can be covered up, or at least could be on radio when the audience was of sound ear but unseeing eye. Bill Stern, the old Colgate shave cream man, was most adept at this. The possessor of perhaps the most exciting and dramatic voice in sports, Bill would frequently have the wrong man carrying the ball. So he would simply insert a lateral pass and get the ball

for his boxing broadcasts and in horse race coverage and in the latter he made what many consider the prime bloop of them all; Clem called the wrong horse crossing the finish line first in a Kentucky Derby.

McCarthy took it like the old pro he was, corrected his error, thus giving cardiac arrest to thousands of horse players, and said, somewhat laconically, "Well, you can't lateral a horse." You could sum up the situation with another bloop uttered in profundity one day by a sportscaster who said, with appropriate solemnity, "that's the color of another horse."

# DODGE CITY, KANSAS

**Home of Boot Hill and historic Front Street**



**Todd Bertsch**  
Freshman

**Boosting**

**TODD BERTSCH**

**and the**

**'78 JAYHAWKS**

Mr. & Mrs. Steve Cave

Jack Fraley, Realtor

Mr. & Mrs. O. B. States

Burke's Shoes and the Country Squire

T. M. Deal Lumber

First National Bank

J. M. McDonald Co., Inc.

Radio Station KGNO and KGNO-FM

Jack, Jane and Ross Dalton

In Memory of Herman (Dutch) Schraeder

Howell and Carmen Johnson

Alice and Chris Breitenbach

Don and Fred Young

Bill and Susan Bunyan

Don Luallen Insurance

Danny and Carol Post

# Memorial Stadium

## Almost Like New

If your surroundings look a little different this year, there's good reason — \$1.8 million worth of reasons.

That's the figure for the renovation of Kansas' Memorial Stadium, an extensive project which was completed this summer. The result is a familiar setting with an almost brand new look.

"This renovation has completely transformed the stadium," said Floyd Temple, KU's physical plant director for athletics. "It's not only physically sound now, but also physically attractive. We've taken an old stadium, with all its uniqueness and familiarity, and given it the appeal and comfort of a new stadium."

Perhaps the most pressing problem was a severe structural deficiency caused by aging concrete. Entire sections of the 57-year-old structure had to be torn out and new concrete poured in place.

After the concrete was restored, a water-tight sealer was spread over the entire interior, and a bright new paint job was added inside and out.

On top of all that, the old



With 51,500 people in the stands, it was hard to picture all the problems with Memorial Stadium. Decaying concrete, splintering bleachers, archaic dressing rooms, a crowded press box and a worn out artificial playing surface were all badly in need of attention. And thanks to a \$1.8 million renovation they all received it.

wooden bleachers were removed and replaced with new aluminum seating.

Down on the field, the old artificial playing surface was torn up and auctioned to the public with surprising success. KU fans and area residents put the old turf to a variety of uses on

boat docks, patios and even as practice putting greens.

In its place, a new Astroturf surface was laid down. Also replaced were the runways for the pole vault, long and triple jumps.

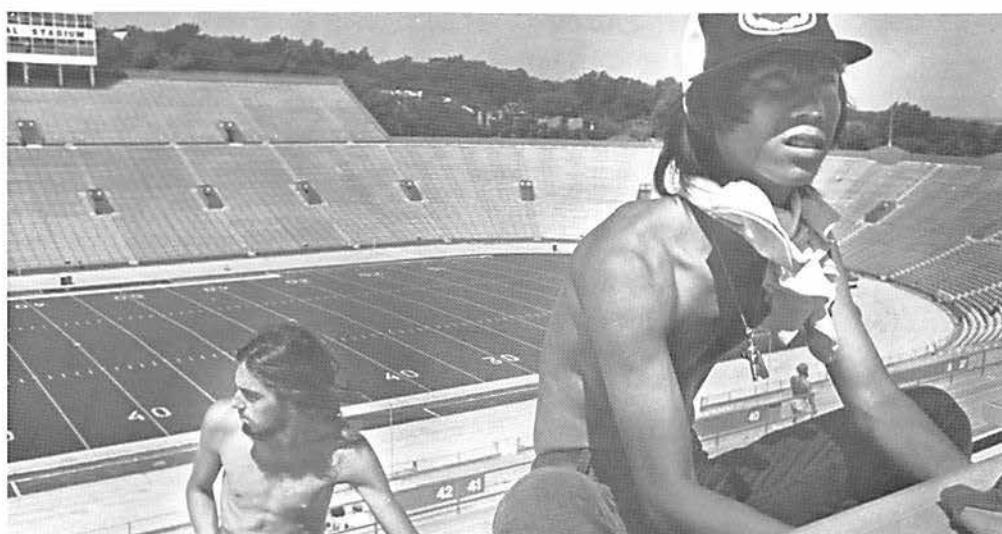
Also in for a facelift was

the press box. The once completely open photo deck on the top of the press box was enclosed, the television-radio booths were remodeled, and a new elevator shaft was added to facilitate access to the press box and concession areas for authorized personnel.

Also remodeled were the dressing rooms. Extensive renovation was necessary for both KU's and the visitor's dressing room, the latter also housing the KU track team during the spring. A new women's dressing room was added for use by the Lady Jayhawks' track team and during the Kansas Relays.

Finally, all 16 public rest rooms were remodeled with special facilities added for the physically handicapped.

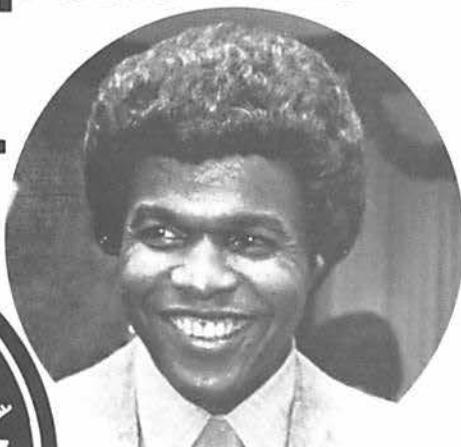
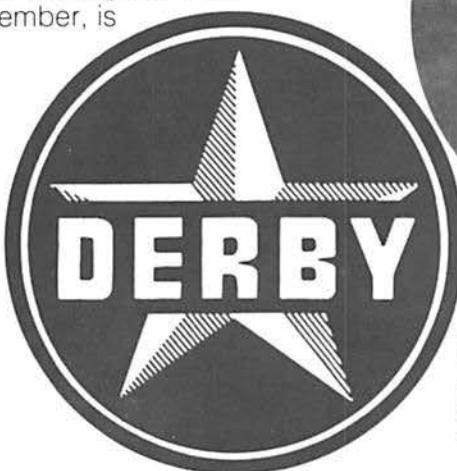
The end result — a nearly new, attractive, comfortable, sound structure at a fraction of the cost it would take to build a new stadium.



One of the last steps in Memorial Stadium's renovation was the installation of new aluminum seating. These workmen put the finishing touches on the new seating which replaced the old wooden bleachers.

# Jayhawks... here are two great sports fans who think you're extra special.

GALE SAYERS, All-American running back and Pro Football Hall of Fame member, is spokesperson for Derby. He exemplifies the Derby spirit of always striving to give a little extra.



**GAS and a little extra!**

Derby Refining Company  
P.O. Box 1030 / Wichita, Kansas 67201



## TAKE TIME OUT.

To talk to your BMA representative

Let a trained BMA representative review your personal insurance program to make sure it meets today's needs.

BMA Representatives offer a full line of individual life and health insurance—plus group insurance and pension plans. And they represent one of America's leading life and health companies, with over \$10 billion of life insurance in force.

Contact the BMA office nearest you

Kansas City-Fairway  
4200 Johnson Drive  
432-7800

Kansas City-Metro  
Kansas City-Plaza  
444 Seville Square  
753-2939

Kansas City-Midtown  
406 W. 34th Street  
753-3761

Kansas City-West  
5800 Foxridge Drive  
362-5152

Number One Townsite Plaza  
Topeka, Kansas  
233-9692



**BUSINESS MEN'S ASSURANCE**  
*Company of America*

HOME OFFICE — KANSAS CITY, MISSOURI 64141

Life Insurance • Disability Income • Major Medical  
Hospitalization • Group Insurance • Pension Plans



## CARING ABOUT YOUR GM CAR KEEPS MR. GOODWRENCH IN BUSINESS.

Mr. Goodwrench is the professional service technician who works for your participating GM dealer. He has special General Motors tools, equipment and training—all available—to help him do his job and get your car out on time.

He also has genuine GM parts available—the kind engineered specifically for your General Motors car.

AT PARTICIPATING INDEPENDENT CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, CADILLAC, GMC AND CHEVY TRUCK DEALERS.

And Mr. Goodwrench wants you to compare his prices. Anywhere. Because General Motors has made it possible for him to have competitive prices on the parts you're most likely to use, like brakes, shocks and spark plugs.

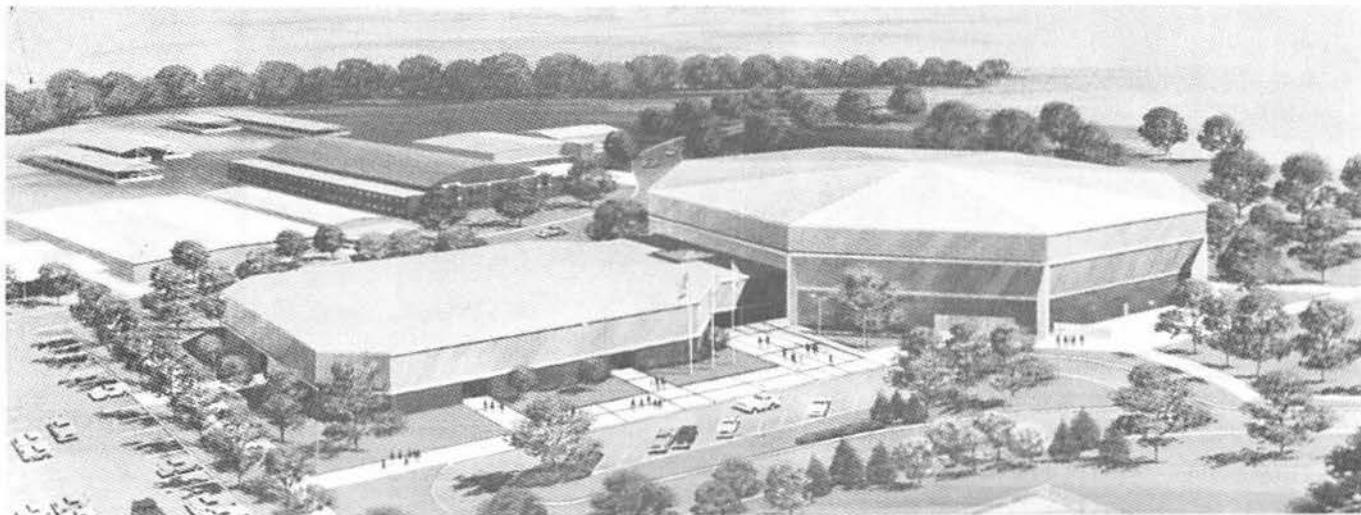
That's Mr. Goodwrench for you. A professional. Stop in and let him show you how he cares. About you. And your GM car.

KEEP THAT GREAT GM FEELING  
WITH GENUINE GM PARTS.



GENERAL MOTORS PARTS DIVISION

# SALINA – A DYNAMIC CITY



## Salina's New Bicentennial Center

Pictured above is an architectural rendering of the new Salina Bicentennial Center. It is anticipated that this \$6,500,000 facility will be officially opened on June 9, 1979. The center will be one of the largest and finest conventions/sports/entertainment complexes in the Midwest. This unique and exciting center has a seating capacity of 8,106 and is ideally suited for either staged or in-the-round concerts, trade shows, expositions, conventions, circus performances, hockey, ice shows, basketball, etc.

Salina stands at the crossroads of America, the geographic hub of our nation's commerce and trade. And now, with the opening of the Bicentennial Center, our community enters a new era as the hub of America's dynamic and growing convention business. Welcome!

\*\*\*\*\*

## JAYHAWK BOOSTERS

Long's Clothing Store

J. Lynch & Company

National Bank of America

Key Rexall Drug Stores

Geisendorf Funeral Home  
—James L. Geisendorf

Wright-Lorenz Grain Company

Smoot Grain Company

Graves Truck Line, Inc.

Morrison Grain Company, Inc.

Bolen-Wood Insurance Agency

First Bank and Trust Co.

Joseph P. Roth and Sons

Miller Grain Company

Evco Distributing, Inc.

Planters State Bank and Trust Co.

Kansas City Life Insurance  
—J. Ralph Brown Agency

Ward, Judy and Doug Cooper

Homestead Savings and Loan Association

Knights Sporting Goods

Ryan Mortuary

First National Bank and Trust Company

Evans Grain Company

## KU Band

# Marching Jayhawks One of The Best

Recognized for many years as one of the country's finest, the University of Kansas Marching Band is the featured attraction during pre-game and halftime of all Kansas home games.

In addition, the 300-piece unit will accompany the Jayhawks this fall on road trips to Missouri (Nov. 11) and Kansas State (Nov. 18). A pep band will travel to Oklahoma State (Oct. 21).



Marching with ultimate precision and with a distinctive style that it has become characterized by, the KU Marching Band is best known for its unique combination of the best of the great traditions blended with the most exciting and innovative marching and musical material that can be created.

Students in the band represent virtually every school and department in the University with the largest numbers coming from the schools of Fine Arts, Education, Engineering, Business and Liberal Arts. While the largest number of students are from within the state of Kansas, the band also has representatives from all surrounding states as well as from such distant states as New York, Rhode Island, Florida, Georgia, and



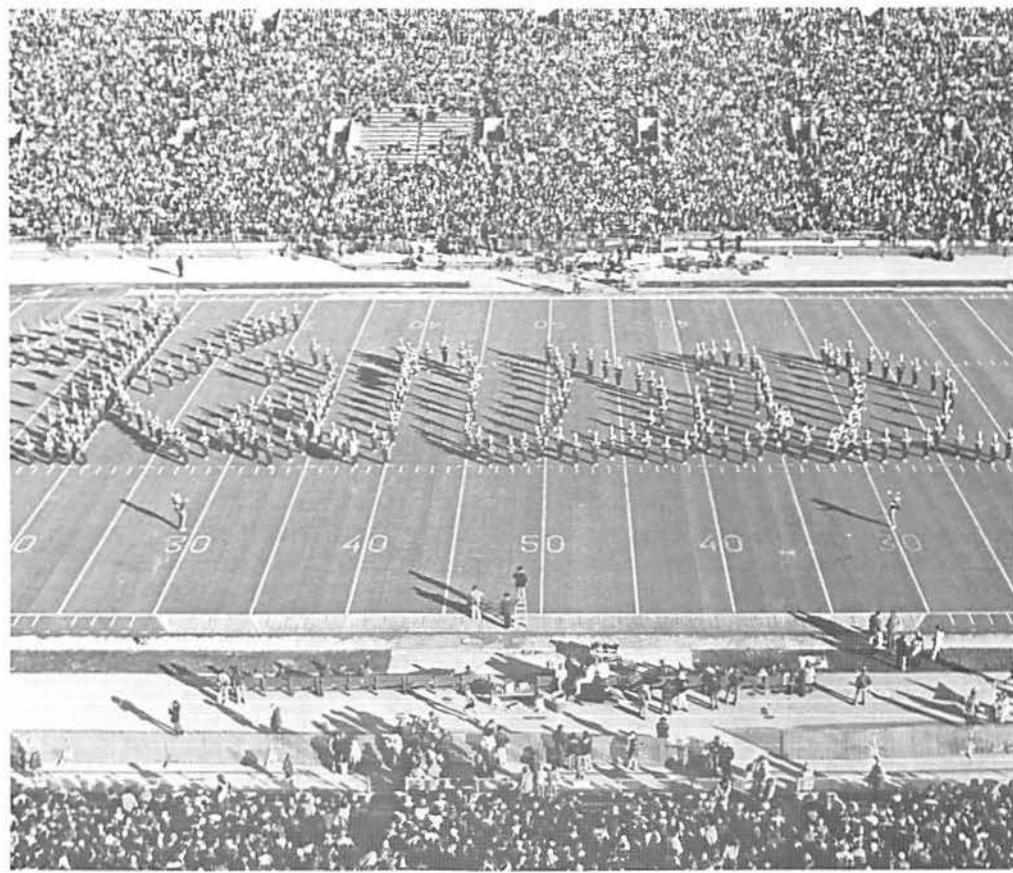
California. In all, 31 states are represented.

Director of KU bands is Prof. Robert Foster. He came to Kansas in 1971 after serving as Associate Director of Bands at the University of Florida.

The son of a highly successful high school band director in Texas, Prof. Foster enjoyed a high school career that successfully

mixed athletics and music. He was an all-district football player (on a team that won 13 consecutive games) and earned All-American honors in music when he was selected to the position of solo (first chair) cornet in the Music Educators National Conference All-National Band.

He earned degrees from the University of Texas and the University of Houston.



Recognized widely as one of the nation's top collegiate marching bands, the Kansas Marching Band is a 300-piece unit which

combines the best in precision drills, distinctive style and entertaining music.

## Football at Kansas

# A Stress on Academic as well as Athletic

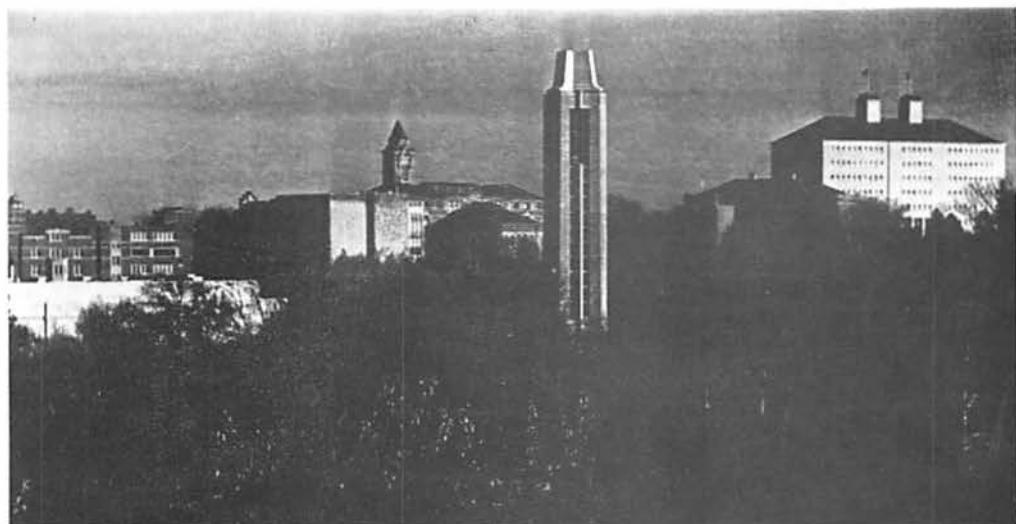
Selecting a college is never an easy task for a high school football star.

Chances are he's been contacted by a hundred or more schools, been awakened in the middle of the night by phone calls from recruiters and received more than his share of form letters.

Chances also are good that in his discussions with college recruiters he hears little about the true university — the educational opportunities, housing facilities, social activities and campus environment.

But the recruit who visits the University of Kansas is likely to find a unique approach to college football. A no nonsense, straight forward approach which stresses academic and athletic excellence.

The first visit a KU recruit makes is with the athletic department's academic coordinator Mike Fisher. From there, a meeting will



Mount Oread provides a beautiful setting for both academics and athletics. KU's student-athletes receive equal exposure to both with the best on and off field training.

be set up with a professor from the field the student-athlete plans to enter.

KU's stress on academics doesn't stop there, though. Fisher follows the student-athlete's scholastic progress throughout his years at

Kansas. From supervised study halls to special counseling provided by Prof. Don Kounas' group in the history department, each KU student-athlete receives a solid academic background.

And even beyond their col-

lege career, KU athletes are given assistance through a job placement program established by Fisher.

Meanwhile, the student-athlete's football career is directed by head coach Bud Moore and his staff — John Levra, Larry Jones, Ken Martin, John Hadl, Don Blackwelder, Hank Hettwer, Jim Webster, Jack White, Clayton Williams and Don McLeary. Most likely, the recruit's first contact will be with Hettwer.

Beginning his fourth full year as KU's recruiting coordinator, Hettwer's approach to recruiting is thorough. He has done in-depth studies of recruiting trends throughout the country.

"I think every recruit, whether he was previously familiar with KU or not, has a favorable reaction when he visits the campus," Hettwer said. "The first thing we always try to stress is the importance of his education and working towards a degree."

"After that, we like to point to the tremendous athletic tradition at KU, a school which has produced the likes of Gale Sayers, Wilt Chamberlain



KU athletic department academic coordinator Mike Fisher (left) and Professor of History Don Kounas (right) huddle with sophomore quarterback Steve Smith. Fisher carefully oversees the academic progress of Jayhawk student-athletes while Prof. Kounas heads a valuable tutoring service for student-athletes.

# Excellence

and Jim Ryun. We're also very proud of the reputation of the Big Eight Conference. Finally, there is KU itself — our athletic facilities, the campus, the Lawrence community and the general area."

Hettwer points to KU's new football dressing, training and equipment complex — the Parrott Athletic Center — as an example of Kansas' top-notch facilities. The newly renovated Memorial Stadium is another in KU's constant effort to keep its facilities among the best in the nation.

Hettwer also is proud of another facet of KU's recruiting approach—the Sunflower Girls. These hard-working girls devote their weekends to guiding recruits around campus, introducing them to professors and dining with them at the training table.

In all, it's an approach to recruiting which many high school athletes find refreshingly different and which attracts many of them to KU.



Recruiting coordinator Hank Hettwer (left) and head coach Bud Moore spend hours assessing high school recruits. While placing a special emphasis on area prospects, KU's recruiting effort is nation-wide.



1978-79 Sunflower Girls—Front row, from left; Cheryl Leach, jr., Leavenworth, Kan.; Marcia McGilley, jr., Shawnee Mission, Kan.; Beth Peters, sr., Overland Park, Kan.; Jennifer Pratt, soph., Scranton, Kan.; Kerri Church, jr., Chanute, Kan., and Twyla McFall, jr., Wichita, Kan. Back row, from left: Cynthia Warren,

soph., Kansas City, Kan.; Ann Quinlan, jr., Lawrence, Kan.; Linda Shields, sr., Lawrence, Kan.; Stephanie McGhee, sr., Kansas City, Kan.; Wyvette Madison, jr., St. Louis, Mo., and Melanie Martin, jr., Topeka, Kan.

# Wichita Proudly Supports KU

Dale W. Gordon  
Jim Hershberger  
Polson Pharmacy  
Dean Ritchie  
Clinton Engstrand  
Morris J. Krouse  
George E. Grist  
Charles J. Slawson  
Bill Ayesh  
Robert K. Kirk  
Jim Remsberg  
Don Slawson



## Wichita Area Jayhawks

Kevin Clinton, Fr., Quarterback  
Tracy Levy, Soph., Halfback  
John McCray, Jr., Off. Tackle

John N. Jaedicke  
Steven J. Martens  
Leslie Nesmith Family  
Stephen D. Gordon  
Dr. & Mrs. Ben Matassarin  
Harold Unruh  
Oak J. Fleming  
John Eberhardt

## KU Staff

# Bob Marcum, Athletic Director

Robert K. "Bob" Marcum became the University of Kansas' seventh director of athletics when he was appointed by Chancellor Archie Dykes at an Aug. 1 press conference.

Marcum succeeded Clyde Walker, who served from July 10, 1973 to June 30, 1978 when he resigned to return to his native state as athletic director at North Carolina-Charlotte.

Marcum's appointment was greeted with widespread approval from the KU community. Faculty, students and alumni alike were impressed with the 41-year-old former associate athletic director at Iowa State.

"Bob has established a proven record the last seven years as associate director of athletics at Iowa State during which time that school has developed one of the top overall programs in the Big Eight Conference and the nation," said Dykes. "Under his leadership, I am confident our proud history and tradition in intercollegiate athletics will continue to grow and flourish."

For Marcum, the appointment was "the proudest day of my life."

Born Oct. 29, 1936 in Huntington, W. Va., Marcum brought an extensive background in coaching and athletic administration to KU.

He graduated from Huntington High School in 1955 following an impressive prep athletic career that saw him win 12 varsity letters — three each in football, basketball, track and baseball. He was a first team all-state halfback as a senior and was heavily recruited by Kentucky, Marshall, Ohio State, West Virginia and Tennessee among others. In basketball, he was a starting guard on Huntington's 1955 state runner-up squad. He



Appointed August 1, 1978 by Chancellor Archie Dykes, new Kansas athletic director Bob Marcum met with overwhelming approval from KU alumni, faculty and students. Marcum came to KU after a highly successful seven-year stint as associate athletic director at Iowa State during which time the Cyclones' athletic program rose to national prominence.

divided his time in track between the shot put and the 440-yard relay team, and he was a pitcher on the baseball team.

He enrolled at Marshall University in his hometown and began what promised to be an outstanding football career in the fall of '55. However, two knee injuries during his freshman season scrapped his career.

Marcum continued his involvement with Marshall athletics despite the knee injuries serving as trainer for the basketball team and as secretary of the Varsity Club. He graduated in the summer of '59 with a bachelor of arts degree in social studies comprehensive and physical education.

He began his coaching career that fall as an assistant football coach at Rutland, Ohio, High School, and remained there three years also serving as an as-

sistant in basketball and track.

In the fall of 1963, Marcum began a five-year stint as an assistant football coach at McKinley High School in Canton, Ohio. McKinley ran up a 39-11 record during those five years and went 9-1 in '64 to finish second in the state. Ironically, the school which defeated McKinley for the title, Massillon, was coached by current Iowa State mentor Earle Bruce.

It also was during his stay at McKinley that Marcum became associated with another man he'd work with at Iowa State. Serving as a committeeman on Woody Hayes' Ohio State recruiting program, Marcum worked under Buckeye assistant coach Lou McCullough, now athletic director at Iowa State.

Marcum left coaching in the fall of 1968 to become assistant principal at Hart-

ford High School in Canton. In 1970, he earned his master's degree in education from the University of Akron.

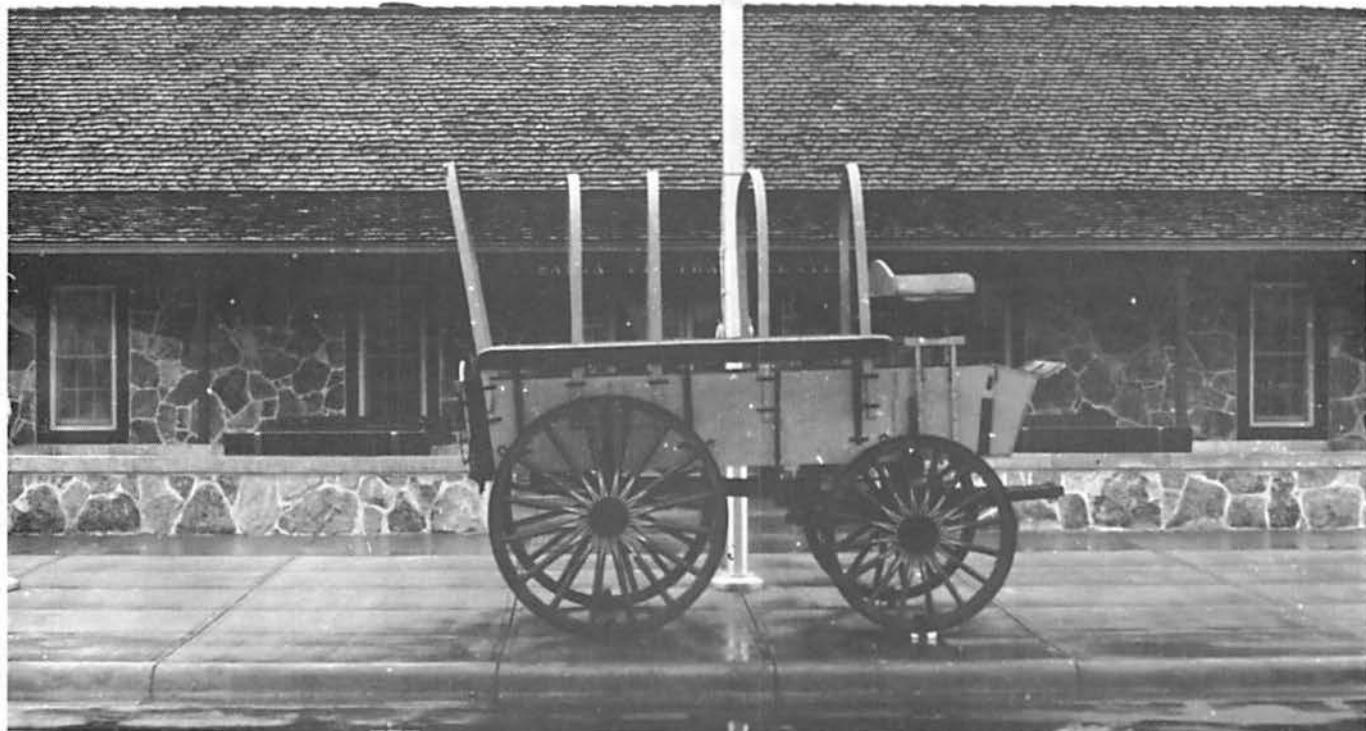
He remained at Hartford until July, 1971 when he followed McCullough to Iowa State as an assistant athletic director.

In his seven years at Iowa State, he held several responsibilities including supervision of the business office, preparation of budgets, public relations, fund raising, administration of departmental policies and procedures, and even helped with recruiting.

He was a key force behind ISU's rise to national athletic prominence and the construction of its top-notch facilities.

Marcum is married to the former Cecile Keener, a graduate of the University of Akron. They have one daughter, Diana, 20, a junior at Iowa State.

# Larned—Home of Santa Fe Trail Center



## MUSEUM, LIBRARY and CULTURAL CENTER

### The Following Boosters Are Backing KU in '78

Joan and Morgan Wright

Jerry and Glee S. Smith

Spreier Service Center  
14th & Broadway Larned, Kansas

AT 5-2851

**Wiggins  
DRUG STORE**

517 Broadway Larned, Kan.

**FIRST NATIONAL  
BANK & TRUST CO.  
in LARNED, KANSAS**

MEMBER FDIC

**K.C. Bar Ranch**  
Linda and Kent Converse  
Certified Wheat and Alfalfa Seeds  
Garfield, Kansas

**Tiller and Toiler**

LARNED, KANSAS

... A Leading Kansas Newspaper

**DOERR'S of LARNED  
DOERR METAL PRODUCTS**

Al and Patty Campbell  
Jim and Sally Campbell

**Dale and Gerry Ewing**

**Mr. and Mrs. Arlyn G. Smith**

**Marg & Ole Cram**

**Shuss & Vratil Builders**

General Construction

LARNED Kansas

**EMMETT J. BAUER AGENCY**

Life - Accident - Health Insurance  
Real Estate Broker - Farm Management  
Oil & Gas Lease Broker  
BURDETT, KANSAS

**KANS RADIO**

AM-1510—FM-96.7

Your K.U. FOOTBALL STATION

**ROTH EQUIPMENT CO., INC.**

Headquarters for  
Advanced Farm Practices

**Crawford-McDonald Agency, Inc.**  
523 Broadway P.O. Box 480  
LARNED, KANSAS

Walt Crawford & Pete McDonald

**Deanne and Don L. Burnett**

**Mr. and Mrs. Robert E. Taylor**

**FIRST STATE BANK  
& TRUST CO.**

Member F.D.I.C.  
LARNED Kansas

**THE TOWNSMAN MOTEL**  
U.S. Hiways 56 & 156 P.O. Box 420  
LARNED, KANSAS 67550  
Phone 316/285-3114  
MAX AND FAITH HOWARD

# JAYHAWK BOOSTERS HEAD FOR HARDEES AFTER THE GAME

Cheering for the team works up an appetite so stop by Hardee's for Char-Broil burgers and fries. And when the chilly winds start to blow enjoy our hot coffee and hot chocolate.

## Hardee's®

The place that brings you back.

2030 W. 23rd.



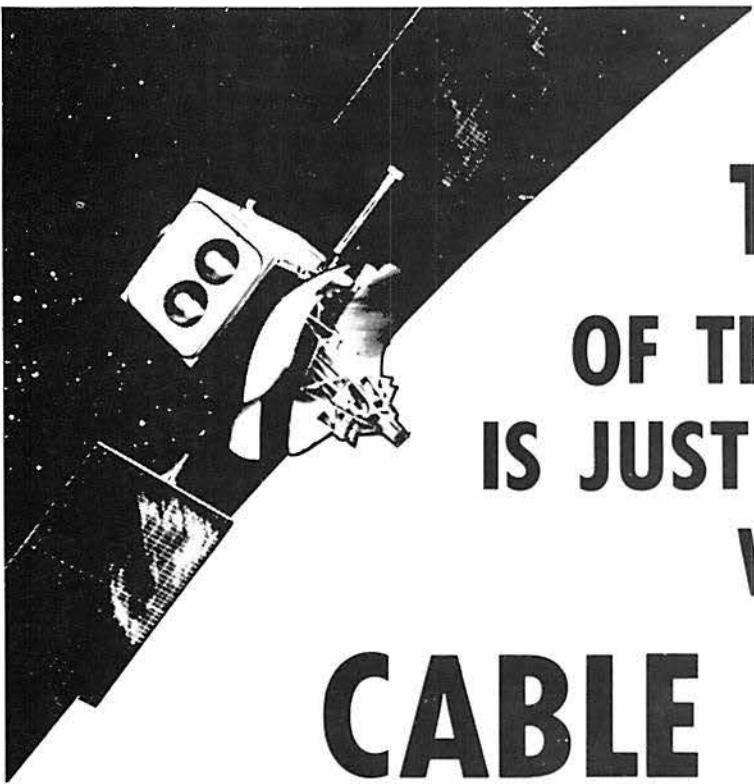
# You've put us on top

Three cheers for the mustard that outsells all the other brands combined. French's is Number One. Look around the stadium. See the winner in action.



**we make your life delicious.**

The R. T. French Company  
One Mustard Street, Rochester, N. Y.



# THE FUTURE OF TELEVISION IS JUST BEGINNING WITH CABLE T.V.

ENJOY CABLE TELEVISION  
IN THESE CITIES

JUNCTION CITY  
FORT RILEY  
PRATT  
COUNCIL GROVE  
ARKANSAS CITY

MANHATTAN  
WAMEGO  
KINSLEY  
OGDEN  
BELLEVILLE  
HUTCHINSON

SALINA  
ST. MARY'S  
WASHINGTON  
GRANDVIEW  
WINFIELD

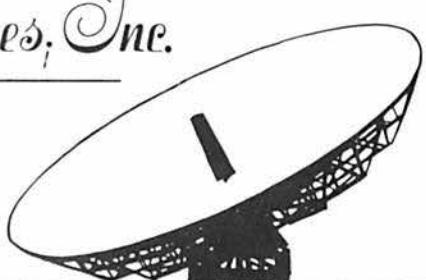
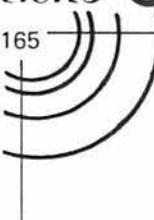
FOR FULL DETAILS CALL YOUR LOCAL

## CABLE TV SERVICE

*Communications Services, Inc.*

140 W. 8th. • Junction City, Kansas 66441 • 913/238-6165

RALPH L. WEIR, JR.  
PRESIDENT



## KU Staff

# Bud Moore, Head Coach

Even though Kansas is coming off a disappointing 1977 campaign, Jayhawk head coach Bud Moore remains one of the most highly respected young coaches in college football today.

While his 16-17-1 career record isn't overwhelming, Moore's accomplishments in three years at KU have been significant. He's led KU to two winning seasons, a bowl trip, and has generated an interest and enthusiasm for KU football.

The two winning seasons came back-to-back in 1975 and '76. They were the Jayhawks' first consecutive winning seasons since a hot streak from 1960-62.

In 1975 as a rookie head coach straight from Paul "Bear" Bryant's staff at Alabama, Moore turned a lot of heads in Kansas and the Big Eight. Coming off a 4-7 season in '74, Moore took basically the same team and transformed it into a title contender. The '75 Jayhawks ended the regular season with a 7-4 record, a fourth-place conference finish and a trip to the Sun Bowl, the school's fifth appearance in a bowl game.

During that first year, Moore installed a highly disciplined and regimented routine which produced a remarkable team unity. The dividends came in the form of the bowl trip and Big Eight coach-of-the-year honors for Moore.

The 1976 season looked even more promising until a mid-season knee injury shelved all-conference quarterback Nolan Cromwell. Nevertheless, Moore directed the Jayhawks to key wins over rivals Kansas State and Missouri, and a 6-5 record.

And despite a losing record, 1977 also had its highlights. Once again Moore coached KU to wins over K-State and Mizzou

(he's never lost a game to either of KU's arch-rivals) KU also topped Washington State and tied Colorado, both of whom were in the nation's top 20 at the time.

A quick look at the 38-year-old Moore's career shows that kind of success is nothing new. Moore has been associated with winners both as a player and assistant coach. He has participated in eight bowl games and has tutored seven All-Americans while earning a reputation as being one of the top young football minds in the country.

Moore was born Oct. 16, 1939 in Jasper, Ala. After a highly successful athletic career at West End High School in suburban Birmingham, Moore turned down numerous scholarship offers for a chance to play for Bear Bryant at 'Bama.

In his three varsity years at Alabama (1958-60), the

Crimson Tide ran up a record of 20-8-4 and appeared in two bowl games. Despite a lean 6-3, 184-pound build, Moore played end, as well as offensive and defensive tackle.

After graduating from Alabama in 1961 with a bachelor's degree in physical education, Moore did a brief stint with Bryant as a graduate assistant coach before moving on to the head job at Gadsden, Ala., High School.

In 1962, Moore joined Charlie Bradshaw's staff at Kentucky. He remained on the Wildcat staff through 1964 working with both lines.

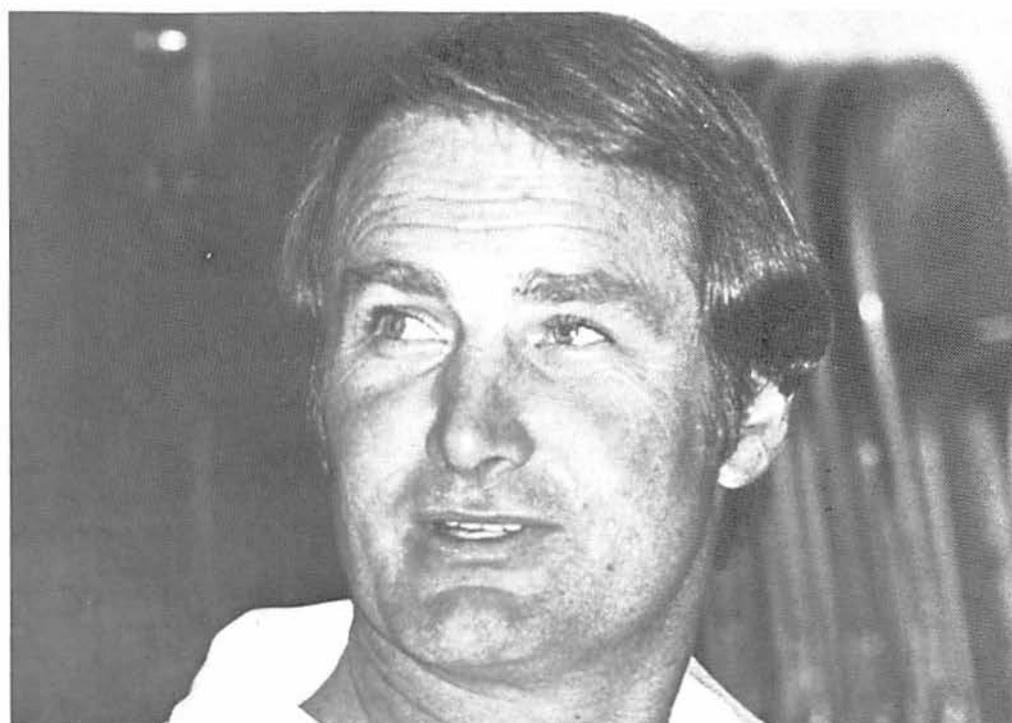
His next stop was Texas A&M where he was offensive coordinator under Gene Stallings. Stallings, like Bradshaw, had been an assistant at 'Bama during Moore's playing days. Moore's stay at A&M included one Southwest Conference championship

in 1967 and a 20-16 Cotton Bowl win over his own alma mater.

He left A&M in 1971 to become offensive line coach for Bill Dooley at North Carolina. It was during his stay at Chapel Hill that Moore first met the man who would later hire him as a head coach — former KU athletic director Clyde Walker who was an assistant athletic director at UNC at the time.

A year later, Moore moved back to Alabama as Bryant's offensive backfield coach, a job he kept until 1974 when he became 'Bama's offensive coordinator. During the years at Alabama, Moore was instrumental in developing the Tide's powerful wishbone offense. Alabama also participated in three straight bowl games.

Moore is married to the former Margi Dominick of Kansas City. He has two children, Matt, 15, and Kimberly 12.



Beginning his fourth year as head football coach at Kansas, Bud Moore is regarded as one of the nation's top young coaches. He's led KU to two winning seasons and a bowl appearance in his first three seasons at KU.



Office Furniture, Equipment and Supplies

## STRONG'S OFFICE SYSTEMS

1040 Vermont Lawrence, Kansas 66044 843-3644

## ACME DRY CLEANERS & LAUNDRY PERSONALIZED SERVICE

THREE CONVENIENT LOCATIONS

DOWNTOWN 1109 MASS. . . . 843-5156

(Across From Court House)

HILLCREST SHOPPING CENTER . 843-0928

(925 IOWA)

MALLS SHOPPING CENTER.....843-0895

(711 W 23)

For pick up and delivery .....843-5155



## ALL STAR

### ALL STAR DAIRIES

ALL  
STAR  
ICE CREAM &  
FROZEN FOODS

ALL  
STAR  
DAIRY  
PRODUCTS

2nd & West Turnpike Rd.

843-5511

## BORGEN'S LIQUOR STORE

Fine Selection  
Imported Wines  
or Liquors



842-3990

917 Iowa



## Jayhawk Boxes

"Carry the Load to the End of the Road"

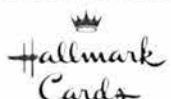
## Lawrence Paper Company

Lawrence, Kansas



© 1975 Hallmark Cards, Inc.

*It's Nice  
to Remember!*

  
Hallmark  
Cards

*When you care enough to send the very best*

# Memorial Stadium Locations

## CONCESSIONS

Refreshment stands are located throughout the stadium and vendors circulate through the stadium during the game.

## PUBLIC TELEPHONES

Designated on map at right.

## REST ROOMS

Men's and ladies' rest rooms are located beneath the stands in all sections of the stadium. Designated on map.

## LOST & FOUND

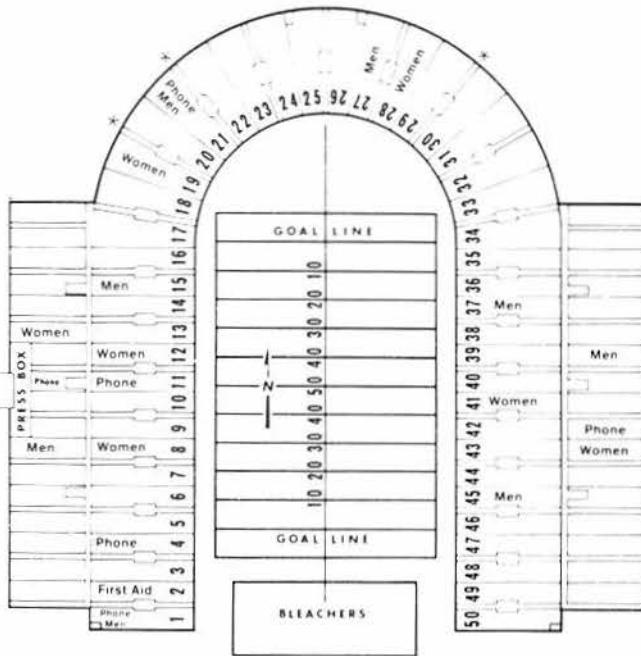
Lost articles may be claimed at the concessions office in Sec. 25, north bowl of the stadium. Parents may pick up lost children at the first aid station on ground level in Section 2.

## FIRST AID & CARDIAC EMERGENCY CENTER

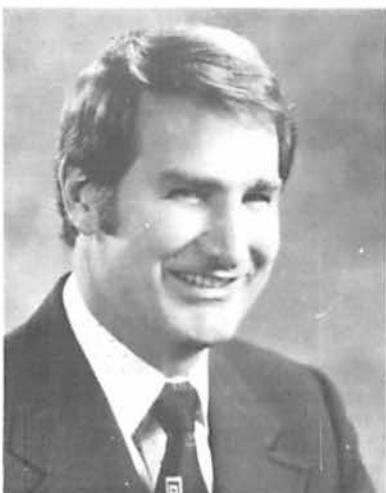
The First Aid and Emergency Center is located on ground level in Section 2. Emergency cardiac units will circulate through the stadium during the game.

## PUBLIC ADDRESS ANNOUNCEMENTS

Only announcements of extreme emergency should be reported to the public address booth in the press box. Doctors should leave their number with the announcer at the Press Box. They will be paged by number.



\*Ticket Booths



COACH BUD MOORE

## 10th Annual Kansas Athletic Department

# FOOTBALL CAMP

*Directed by University of Kansas Football Staff*

Each student will receive instruction in passing, kicking, punting, blocking and basic football fundamentals — plus, strength development, quickness and agility drills. Films, lectures and discussions will be set for each evening. Special activities will be scheduled for younger campers, including games, softball and other recreation.

Clip and Mail to:

John Levra  
Allen Field House  
Lawrence, Kansas 66045

Name ..... Age .....

Street ..... Phone .....

City ..... State .. Zip ..

FIRST SESSION ..... June 10-15

SECOND SESSION ..... July 22-27

All campers will be grouped with boys their own age, size and ability. They will live, eat and participate in swimming activities at Jayhawker Towers — Home of the KU Football Team — and will be supervised 24 hours a day.



## KU Staff

# Trainers, Manager

### Dean Nesmith

#### Head Trainer

An institution at Kansas and one of the most widely respected men in his business, Dean Nesmith is in his 41st year as KU's head athletic trainer.

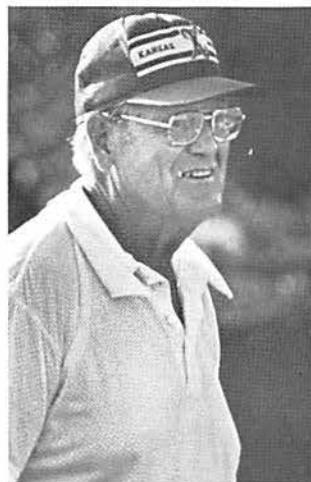
A football letterman as a tackle on Jayhawk teams of 1933-35, Nesmith spent 1936 playing professional football for the old New York Yankees. He was back at KU the next year, though, to finish his degree and serve as a student trainer under Elwyn Dees. When Dees left the following year

for a similar post at Oklahoma State, Nesmith was named head trainer and has been on the job ever since.

During his 41-years of service at KU, Nesmith has earned a reputation as one of the nation's top trainers. He served as chairman of the board for the National Collegiate Trainers Assn. in 1952-53 and was trainer for the United States' gold medal winning basketball team at the 1960 Olympic Games in Rome. In 1971, he

was elected to the Helms Foundation Hall of Fame for athletic trainers.

The medical profession doesn't stop with Dean in the Nesmith family. His wife Aileen was formerly director of nursing at Watkins Hospital, KU's student hospital; his son Les is a prominent ophthalmologist in Wichita, and his daughter Mrs. John Mohn of Great Bend is a graduate of the KU School of Nursing. Dean is a native of Belleville, Kan.



Dean Nesmith



Lynn Bott

### Lynn Bott

#### Assistant Trainer

Lynn Bott is in his third year as Kansas' assistant football trainer and head man for all other men's varsity sports.

A 1971 graduate of Dighton, Kan., High School, Bott received his bachelor's degree in physical education and biological

cal science in 1975 from Emporia State University. He then did an internship at the University of Arizona specializing in athletic training and doubled as head trainer at Tucson's Palo Verde High School.

Bott received his master's degree from Arizona in the summer of

'76. In addition, he's also a Certified Athletic Trainer, a Nationally Registered Emergency Medical Technician and a Kansas Certified Emergency Medical Technician.

Lynn and his wife Debbie are the parents of one-year-old Mindi Sue.



### Lary Trowbridge

#### Equipment Manager

If there's one person in the stadium who can tell the players without a program, it's equipment manager Lary Trowbridge.

Now in his second year as Kansas' football equipment man, Trowbridge oversees the complicated task of purchasing, outfit-

ting and the inventory of KU's football gear. He learned the ropes as the Jayhawks' student manager from the spring of 1974 to the summer of '77.

A 1971 graduate of Baldwin, Kan., High School, Trowbridge spent two years at Northeastern Ok-

lahoma A&M Junior College where he earned an Associate of Arts degree in '73. He spent a semester at Southwest Missouri State University before transferring to KU.

Larry is married to the former Cindy O'Bryon.

# Go First National of Topeka!

The bank that teams up to give you the advantage. . .

With



**1st**

PLUS

24 HOUR  
TELLER  
SERVICES

Member F.D.I.C.

FIRST NATIONAL  
BANK OF TOPEKA



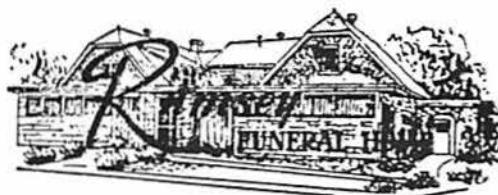
## WATCH FEARLESS FOOTBALL FORECASTERS

every THURSDAY at 6:30

ONLY ON CABLE CH. 6

Fred W. Rumsey  
Alfred J. Yost

Oscar B. Rumsey  
Fred L. Thompson



601 INDIANA STREET • LAWRENCE, KANSAS

## EMPORIA IS BACKING THE '78 JAYHAWKS and RUSS BASTIN & STEVE SMITH



Steve Smith (left), sophomore quarterback, and  
Russ Bastin, freshman receiver.

Frank N. Warren	Lee Lowder, Jr.
John Atherton	Jim Teichgraeber
Marc A. Hurt	Junius Penny
Leroy Raynolds	Mr. & Mrs. Larry J. Putnam
Scott Insurance Agency, Inc.	Mr. & Mrs. James W. Putnam
Don Hill	Phil Fleming
Oliver Samuel	DeBauge Brothers, Inc.
Glen & Norma Gilpin	Ken Calhoun
Robert Sauder	Joe C. Morris
J. L. Morgan	Gene White
Ron Bales	Dick & Jeannie Mellinger
Loren Martin	Mr. & Mrs. Arnold Graham
John North	Mike Wise
Jim Lowther	James C. Wayman
Don Blair	Jim & Joan Geitz
Gary Ace	Mr. & Mrs. Greg Ek

# ABC Sports College Football Quiz

(The first season that college football was televised was in 1952 (NBC). The American Broadcasting Company acquired the NCAA package in 1954, picked it up again in 1960-61 and has been the network of college football every year since 1966. The following questions are derived from ABC's previous 16 seasons of NCAA football telecasts.)

1. USC quarterback Jimmy Jones threw a last minute 32-yard TD pass to give the Trojans a thrilling 14-12 victory in the 1969 USC-UCLA game televised by ABC. Who caught Jones' pass?

2. Johnny Rogers and Jerry Tagge were the Nebraska front-runners and Oklahoma had Jack Milden and Greg Pruitt. It was a relative unknown, however, who scored four touchdowns for Nebraska as it came from behind to defeat the Sooners, 35-21, in their 1971 showdown covered by ABC. Who was he?

3. 1971 was the only year in the history of wire service football rankings (established in 1936) that teams from the same conference finished 1-2-3 in a season's final poll. Who were those teams in order of their finish?

4. Notre Dame had taken a 24-6 halftime lead in 1974's televised game only to see it go up in smoke during a second half Trojan splurge. USC's Anthony Davis scored four TDs against the Irish that day but it wasn't a USC-ND game individual TD record. That was set in 1972 in a game seen over ABC. By whom and how many touchdowns did he score?

5. Michigan State came from behind to defeat Ohio State, 16-13, in a frantic finish to one of the most controversial games ever seen over ABC on Nov. 9, 1974. Two minutes after a Charley Baggett to Mike Jones 44-yard TD pass brought the Spartans to within four points of the Buckeyes (13-9), Michigan State regained possession and a running back raced 88 yards to score and provide the margin of victory. Who was he?

6. An obscure tight end playing for Notre Dame in the 1974 Sugar Bowl caught a clutch Tom Clements pass enabling the Irish to keep crucial possession, run out the clock and win the game (24-23) as well as the national championship. Who was the end?

7. Two of the most exciting games ever seen on ABC had near identical conclusions in 1977. On Oct. 24, Oklahoma defeated Ohio State, 29-28 and on Nov. 25, USC defeated UCLA, 29-27. Who kicked field goals with only seconds left in both games to win for their respective teams?



1. Ernie Davis; 2. George Welsh; 3. John McKay; 4. Terry Brennan; 5. Howard Cassady; 6. Fran Tarkenton; 7. Jerry Levias; 8. Joe Bellino; 9. Raymond Berry; 10. Coley O'Brien.

## QUIZ ANSWERS

1. USC's Sam Dickerdson caught Jimmy Jones' game-winning pass in the 1968 UCLA game.

2. Jeff Kinney.

3. 1) Nebraska; 2) Oklahoma and 3) Colorado which were tied that time ran out and the Spartans preserved the 16-13 win.

4. It was Anthony Davis, who scored six touchdowns against Notre Dame in the 1972 game when the Trojans won, 45-23.

5. Levi Armstrong. On the last play of the game, Buckley Baschnagel scooped up a Cornellius Green fumble in the MU endzone and claimed a touchdown, but the referee never between the Sooners and Ohio State. Kicked a decisive 41-yard field goal with 10 seconds remaining after the referee coverage of an on-side kick to win for the Sooners.

6. Robin Weber.

7. Uwe von Schamann of Oklahoma. In the first meeting ever between the Sooners and the Buckeyes, the referee ruled that the Green fumble in the MU endzone and claimed a touchdown, but the referee never between the Sooners and Ohio State. Kicked a decisive 41-yard field goal with 10 seconds remaining after the referee coverage of an on-side kick to win for the Sooners.

8. Brian Baschnagel.

9. It was Anthony Davis, who scored six touchdowns against Notre Dame in the 1972 game when the Trojans won, 45-23.

# Kansas Jayhawk

**Jerry Calovich** — One of just two three-year lettermen on the team (Franklin King is the other). Calovich is playing his final home game for Kansas today. A starter all year at defensive end, Jerry's registered 44 tackles, including four behind the line of scrimmage for 18 yards in opponent losses. That gives him a career total of 98 tackles and 12 behind the line for 39 yards in losses. Jerry came to KU out of Kansas City's St. Pius High School where he was a prep All-American. His younger brother, John, is a linebacker for the Jayhawks.

**Max Ediger** — Ediger came to KU in 1974 as a walk-on and earned a scholarship the following season. He was redshirted that year, but has been a consistent running back for the Jayhawks ever since. KU's top returning ball carrier coming into the '78 season, Ediger was slowed by a hamstring injury early in the year, but rounded into shape last week. He's had 19 totes for 63 yards this fall. His best day this season was a 40-yard day last week against Iowa State. Max is a product of Washburn Rural High School in Topeka.

**Mike Higgins** — A letterman as a freshman and a productive runner last year, Higgins has been a starter this fall since overcoming a groin injury five weeks into the season. He has rushed 41 times for 183 yards. Last year as a sophomore, he carried 64 times for 268 yards, fourth best on the squad. His best day was this fall at Colorado when he picked up 82 yards on 12 carries. Higgins was an all-city pick as a senior at West Jefferson High School in suburban New Orleans.

**Tim Jones** — One of the fastest men on the Kansas squad, Jones is a transfer from Fort Scott, Kan., Community College. He started the year at split end, but was shifted to running back prior to the Washington game. He's carried just 17 times for 12 yards and has caught seven passes for 78 yards. He was a second team all-conference pick last year at Fort Scott and was one of the top sprinters in the league with a best of 9.4 in the 100-yard dash. A native of Panama City, Fla., Jones spent his freshman year at McPherson, Kan., College before transferring to Fort Scott.



John Algee (55)  
Sr. Noseguard



Bob Barrow (39)  
Jr. Tailback



Brian Bethke (17)  
Sr. Quarterback



Ed Bruce  
Soph. Off. Guard



Jerry Calovich (94)  
Sr. Def. End



John Calovich (66)  
Soph. Linebacker



Monty Carbonell (96)  
Jr. Linebacker



Charles Casey (92)  
Jr. Def. Tackle



Kirby Criswell (88)  
Jr. Tight End



Dave Dansdill (45)  
Soph. Fullback



Max Ediger (37)  
Sr. Fullback



Bob Fiss (58)  
Soph. Center



Dave Fletcher (75)  
Jr. Off. Tackle



Mike Gay (72)  
Jr. Off. Tackle



Bill Griffith (95)  
Soph. Def. Tackle



Dave Harris (43)  
Jr. Cornerback



Mike Higgins (32)  
Jr. Tailback



Jeff Hines (10)  
Soph. Quarterback



Mike Hubach (18)  
Jr. Punter-Kicker



Leroy Irvin (47)  
Jr. Safety



James Jackson (97)  
Jr. Def. Tackle



Greg Jones (82)  
Soph. Tight End



Tim Jones (27)  
Jr. Runningback



Franklin King (74)  
Sr. OG-DT



Augusta Kyles (59)  
Soph. C-OG



David Lawrence (67)  
Soph. Off. Tackle



Tracy Levy (34)  
Soph. Tailback



Mark Lissak (11)  
Jr. Split End



# Football 1978



**Jimmy Little (28)**  
Jr. Wingback



**David Majewski (71)**  
Soph. Def. End



**Jay McAdam (78)**  
Soph. Off. Tackle



**John McCarroll (33)**  
Soph. Safety



**John McCray (70)**  
Jr. Off. Tackle



**Lester Mickens (16)**  
Soph. Split End



**Delvin Miller (31)**  
Soph. Cornerback



**Harry Murphy (57)**  
Sr. Def. End



**John Odell (76)**  
Soph. Def. Tackle



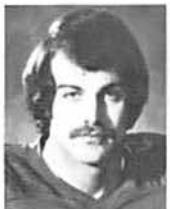
**Tom O'Doherty (65)**  
Sr. Off. Guard



**Steve Oliver**  
Jr. Off. Tackle



**Fred Osborn (69)**  
Jr. Def. End



**Jim Radcliffe (86)**  
Jr. Nose Guard



**Jim Ragsdale (63)**  
Jr. Off. Guard



**Al Roberts (61)**  
Soph. Off. Guard



**Greg Smith (77)**  
Soph. Def. Tackle



**Sam Smith (22)**  
Jr. Fullback



**Steve Smith (12)**  
Soph. Quarterback



**Lloyd Sobek (85)**  
Jr. Tight End



**Harry Sydney (8)**  
Soph. Quarterback



**Joe Tumpich (49)**  
Jr. Safety



**David Verser (89)**  
Soph. Split End



**Mark Vicendese (15)**  
Sr. Wingback



**Frank Wattelet (40)**  
Soph. Safety



**Mike Wellman (54)**  
Sr. Center



**Bob Whitten (79)**  
Soph. Off. Tackle



**Tim Willey (38)**  
Jr. Fullback



**Scellars Young (52)**  
Soph. Linebacker



**Jim Zidd (51)**  
Jr. Def. End



**Lester Mickens** — Mickens has been a big addition to the KU squad this year. He's caught three passes for 46 yards despite taking a two-year rest from football. An all-starter in high school at Decatur, Ga., Mickens opted for track where he's one of the best middle distance men in the country. He spent his freshman year at Alameda, Calif., Junior College before transferring to KU last fall. He concentrated on track last year at KU winning the Big Eight Indoor 600-yard dash before deciding to return to the gridiron this fall.

**Fred Osborn** — A promising junior, Osborn is being redshirted this season following a summer softball accident in which he separated his shoulder. A linebacker the last two years where he made 32 tackles and earned one varsity letter, Osborn was switched to defensive end last spring and was running second string before the injury. Fred's from Elk Falls, Kan.

**Steve Smith** — Another redshirt, Smith probably will sit out the rest of this year. He had a promising freshman campaign in '77 gaining 41 yards on 23 carries, and hitting seven of 24 passes for 78 yards. He was a consensus all-stater his senior year at Emporia, Kan., High School. He quarterbacked the Spartans to a 12-0 record and the state 4A title as a senior while teaming with current KU freshman Russ Bastin to form one of the best passing combinations in state prep history.

**Frank Wattelet** — A seldom used freshman last year, Wattelet has progressed steadily this year and stepped into the starting strong safety post when Joe Tumpich injured his knee in the UCLA game. Since then, Wattelet has been a reliable performer and has made 30 tackles. Frank's from Abilene, Kan.

Meet the Frosh

## '78 Jayhawk Freshmen



Front row, from left: Robert Gentry, Hot Springs, Ark.; Tim Friess, Lyons, Kan.; Roger Foote, Peabody, Kan.; Kevin Clinton, Wichita, Kan.; Kirk Maska, Hays, Kan.; Ray Evans, Jr., Kansas City, Mo.; Al Lee, Chicago, Ill.; Mike Pearl, Kansas City, Mo.; Dan Wagoner, High Point, N.C., and J. C. Booker, Hot Springs, Ark. Middle row, from left: Bob Hanna, Coffeyville, Kan.; Kyle McNorton, Topeka, Kan.; Kevin Murphy, Kansas City, Kan.; Brad Butts,

Mulvane, Kan.; Joe McCraney, Little Rock, Ark.; Grant Thierolf, Beloit, Kan.; Buford Johnson, N. Little Rock, Ark.; Chris Toburen, Pittsburg, Kan., and John Vaught, Hot Springs, Ark. Back row, from left: Joe Haus, Lee's Summit, Mo.; Todd Bertsch, Dodge City, Kan.; Mark Wilbers, St. Louis, Mo.; Greg Preble, Denver, Colo.; Karlton Ballard, Richmond, Va.; Russ Bastin, Emporia, Kan., and Ernest Hegwood, St. Louis, Mo.

## JAYHAWK BASKETBALL

Catch the Hustlin' Hawks in 13 Big Home Games

Nov. 20	Russian National Team	Jan. 17	Missouri
Nov. 29	Fairleigh Dickinson	Jan. 24	Iowa State
Dec. 2	Murray State	Jan. 31	Colorado
Dec. 4	Boise State	Feb. 2	Oklahoma State
Dec. 7	Oral Roberts	Feb. 10	Oklahoma
Dec. 16	Southern Methodist	Feb. 17	Kansas State
		Feb. 21	Nebraska

Write Allen Field House Ticket Office  
Lawrence, Kan., 66045, for more information

\*Exhibition game not included in season ticket package

Don't Forget—1979 NCAA Midwest Sub-Regional on March 10 in Allen Field House

# Know your candy signals.



**Signal for MILKY WAY® Bar.**  
Raise three fingers of left hand while pointing with right. Get three great tastes in one great bar.



**Signal for SNICKERS® Bar.**  
Left palm extended, while right hand makes three chopping motions. No matter how you slice it, it comes up peanuts.



**Signal for 3 MUSKETEERS® Bar.**  
Lock up and point with three fingers while right hand rubs stomach. It's the fluffy chocolate bar that gives your spirits a lift.



**Signal for "M&M's"® Plain Chocolate Candies.**  
Alternate left palm extended with lifting and pointing to mouth. "The milk chocolate melts in your mouth—not in your hand."

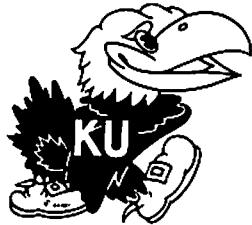


**Signal for "M&M's"® Peanut Chocolate Candies.**  
Move finger in clockwise motion pointing toward head. Go crazy for the peanut chocolate candies. "The milk chocolate melts in your mouth—not in your hand."



**These candies are on sale in the stadium now.**

# Kansas Roster



## '78 Schedule

9/9	Texas A&M .....	L	10-37
9/16	at Washington ...	L	2-31
9/23	UCLA .....	W	28-24
9/30	Miami (Fla.) .....	L	6-38
10/7	*at Colorado .....	L	7-17
10/14	*Oklahoma .....	L	16-17
10/21	*at Okla. State .....	L	7-21
10/28	*Iowa State .....	L	7-13
11/4	*Nebraska .....	1:30 (CST)	
11/11	*at Missouri .....	1:30 (CST)	
11/18	*at Kansas State ...	1:30 (CST)	

\*Big Eight Conference game

No.	Name	Pos.	Ht.	Wt.	Class	High School
1	Robert Gentry	CB	6-2	185	Fr.	Hot Springs, Ark.
5	Dan Wagoner	RB	5-10	175	Fr.	High Point, N.C. (Andrews)
7	Tim Friess	FB	6-1	190	Fr.	Lyons, Kan.
8	Harry Sydney	QB	6-0	195	Soph.	Fayetteville, N.C. (71st)
9	Roger Foote	FS	6-3	185	Fr.	Peabody, Kan. (Peabody-Burns)
10	*Jeff Hines	QB	6-1	185	Soph.	Littleton, Colo. (Arapahoe)
11	Mark Lissak	SE	6-0	170	Jr.	Homewood, Ill. (Homewood-Flossmoor)
12	Steve Smith	QB	6-0	185	Soph.	Emporia, Kan.
13	Kevin Clinton	QB	6-3	205	Fr.	Wichita, Kan. (Southeast)
15	**Mark Vicendese	WB	6-1	185	Sr.	Berkeley Hts., N.J. (Livingston)
16	Lester Mickens	SE	5-11	175	Soph.	Decatur, Ga. (Gordon)
17	*Brian Bethke	QB	5-10	185	Sr.	Covina, Calif. (South Hills)
18	**Mike Hubach	K-P	5-11	185	Jr.	Cleveland, Ohio (West Tech)
20	Karlton Ballard	CB	5-11	195	Fr.	Richmond, Va. (Highland Springs)
22	**Sam Smith	FB	6-3	190	Jr.	Columbia, Mo. (Rock Bridge)
23	Russ Bastin	TE	6-2	190	Fr.	Emporia, Kan.
25	J.C. Booker	CB	6-1	180	Fr.	Hot Springs, Ark.
26	Al Lee	TB	6-2	185	Fr.	Chicago, Ill. (De LaSalle)
27	Tim Jones	RB	6-0	185	Jr.	Panama City, Fla. (Rutherford)
28	*Jimmy Little	WB	5-10	175	Jr.	Woodbridge, Va.
29	Bob Hanna	SS	6-3	185	Fr.	Colleyville, Kan. (Field Kindley)
30	Ray Evans	DB	6-1	190	Fr.	Kansas City, Mo. (Rockhurst)
31	Delvin Miller	CB	6-1	175	Soph.	Monessen, Pa.
32	**Mike Higgins	TB	6-1	185	Jr.	Gretna, La. (West Jefferson)
33	*John McCarron	SS	6-2	185	Soph.	Duncan, S.C. (Byrnes)
34	Tracy Levy	TB	6-1	210	Soph.	Wichita, Kan. (Southeast)
35	Tony McNeely	FS	6-0	200	Fr.	Kansas City, Kan. (Sumner)
36	Kirk Maska	FS	6-0	185	Fr.	Hays, Kan.
37	**Max Ediger	FB	6-2	200	Sr.	Topeka, Kan. (Washburn Rural)
38	Tim Willey	FB	6-2	195	Jr.	Houston, Tex. (Sharpstown)
39	*Bobby Barrow	TB	5-8	185	Jr.	Louisville, Ky. (DoSales)
40	Frank Wattelet	SS	5-11	185	Soph.	Abilene, Kan.
41	Brad Butts	FB	6-2	195	Fr.	Mulvane, Kan.
43	Dave Harris	CB	5-11	175	Jr.	Fowler, Kan.
45	Dave Dandsill	FB	6-2	210	Soph.	Burlington, Iowa
46	Kevin Murphy	SE	6-3	195	Fr.	Kansas City, Kan. (Sumner)
47	**Leroy Irvin	FS	5-11	180	Jr.	Augusta, Ga. (Glenn Hills)
50	Joe McCraney	NG	5-10	235	Fr.	Little Rock, Ark. (Central)
51	*Jim Zidd	DE	6-1	230	Jr.	Cleveland, Ohio (John Marshall)
52	*Scellar Young	LB	6-4	210	Soph.	St. Louis, Mo. (Central)
53	Grant Thierolf	C-OG	6-3	210	Fr.	Beloit, Kan.
54	**Mike Weillman	C	6-4	245	Sr.	Lawrence, Kan.
55	*John Algée	NG	5-11	225	Sr.	St. Louis, Mo. (Sumner)
56	John Vaught	LB	6-0	190	Fr.	Hot Springs, Ark.
57	*Harry Murphy	DE	6-3	220	Sr.	Shawnee Mission, Kan. (East)
58	Bob Fiss	C	6-3	245	Soph.	Shawnee Mission, Kan. (South)
59	*Augusta Kyles	C-OG	6-5	230	Soph.	St. Louis, Mo. (Northwest)
60	Todd Bertsch	DE	6-3	200	Fr.	Dodge City, Kan.
62	Ernest Hegwood	LB	6-2	215	Fr.	St. Louis, Mo. (Central)
63	Jim Ragsdale	OG	6-2	230	Jr.	Kansas City, Mo. (Hickman Mills)
64	Chris Toburen	DE	6-2	205	Fr.	Pittsburg, Kan.
65	**Tom O'Doherty	OG	6-2	230	Sr.	Omaha, Neb. (Creighton Prep)
66	*John Calovich	LB	6-2	205	Soph.	Kansas City, Mo. (St. Pius)
67	*David Lawrence	OT	6-5	235	Soph.	Parsons, Kan.
68	Joe Haus	DE	6-4	220	Fr.	Lee's Summit, Mo.
70	John McCray	OT	6-3	280	Jr.	Wichita, Kan. (Heights)
71	Dave Majewski	DE	6-0	220	Soph.	Norridge, Ill. (Ridgewood)
72	*Mike Gay	OT	6-5	250	Jr.	Salina, Kan. (South)
73	Greg Preble	DT	6-4	275	Fr.	Denver, Colo. (Kennedy)
74	***Franklin King	OG-DT	6-0	255	Sr.	Pocatello, Idaho
75	*Dave Fletcher	OG	6-3	255	Jr.	Kansas City, Mo. (Hickman Mills)
77	*Greg Smith	DT	6-4	270	Soph.	Chicago, Ill. (Mendall Catholic)
78	Jay McAdam	OT	6-4	245	Soph.	Milwaukee, Wis. (Riverside)
79	Bob Whitten	OT	6-3	260	Soph.	Junction City, Kan.
81	Kyle McNorton	LB	6-1	195	Fr.	Topeka, Kan. (Seaman)
82	*Greg Jones	TE	6-3	210	Soph.	Osborne, Kan.
85	*Lloyd Sobek	TE	6-4	230	Jr.	Lee's Summit, Mo.
86	Jim Radcliffe	NG	6-1	230	Jr.	Clifton, N.J.
88	*Kirby Criswell	TE	6-6	235	Jr.	Grinnell, Iowa
89	*David Verser	SE	6-0	180	Soph.	Kansas City, Kan. (Sumner)
90	Bulord Johnson	LB	6-1	190	Fr.	North Little Rock, Ark. (Northeast)
92	*Charles Casey	DT	6-3	230	Jr.	Saginaw, Mich.
94	***Jerry Calovich	DE	6-3	225	Sr.	Kansas City, Mo. (St. Pius)
95	Bill Griffith	DT	6-3	225	Soph.	Ballwin, Mo. (Lafayette)
96	*Monty Carbonell	LB	6-2	225	Jr.	Chatham, Ill. (Glenwood)
97	*James Jackson	DT	6-4	235	Jr.	Rowland, N.C.

\*Indicates varsity letters.

# The New Chevrolet.



The 1979 Caprice Classic.

## America has driven it to the top.

In just two short years over a million people have bought and enjoyed The New Chevrolet Caprice and Impala. Pretty darn impressive.

Of course, one reason for the success of The New Chevrolet is that it's simply a very beautiful car. And we suggest the '79 version is even more beautiful.

You're invited to visit the Chevrolet "Locker Room" exhibit at the National Football Foundation's new College Football Hall of Fame at King's Island (25 miles north of Cincinnati). This unique museum lets you participate in the fascinating history of college football. Don't miss it.

But then we know it takes more than beauty to become the most popular car in America. It takes roominess. It takes some very impressive standard features. It takes a smooth, comfortable ride. And more.

The New Chevrolet for 1979. Pleasing to the eye. Pleasing in lots of other ways, too.

It's no wonder America's driven it to the top. See your Chevrolet dealer.



**Chevrolet**



## When Kansas has the ball

### KU Offense

46	K. Murphy	SE
72	Gay	LT
74	King	RG
54	Wellman	C
65	O'Doherty	RG
79	Whitten	RT
88	Criswell	TE
8	Sydney	QB
37	Ediger	FB
32	Higgins	TB
27	T. Jones	WB

### NU Defense

92	Nelson	LE
55	Horn	LT
51	Weinmaster	MG
93	Pensick	RT
96	Andrews	RE
40	Dunning	SLB
38	Kunz	WLB
16	Fischer	LCB
29	Pillen	MON
9	Gary	S
34	Means	RCB

## JAYHAWKS

1	Robert Gentry	CB	35	Tony McNeely	FS	66	John Calovich	LB
5	Dan Wagoner	RB	36	Kirk Maska	FS	67	David Lawrence	OT
7	Tim Friess	FB	37	Max Ediger	FB	68	Joe Haus	DE
8	Harry Sydney	QB	38	Tim Willey	FB	70	John McCray	OT
9	Roger Foote	FS	39	Bobby Barrow	TB	71	Dave Majewski	DE
10	Jeff Hines	QB	40	Frank Wattelet	SS	72	Mike Gay	OT
11	Mark Lissak	SE	41	Brad Butts	FB	73	Greg Preble	DT
12	Steve Smith	QB	43	Dave Harris	CB	74	Franklin King	OG
13	Kevin Clinton	QB	45	Dave Dansdill	FB	75	Dave Fletcher	OG
15	Mark Vicendese	WB	46	Kevin Murphy	SE	77	Greg Smith	DT
16	Lester Mickens	SE	47	Leroy Irvin	FS	78	Jay McAdam	OT
17	Brian Bethke	QB	50	Joe McCraney	NG	79	Bob Whitten	OT
18	Mike Hubach	K-P	51	Jim Zidd	DE	81	Kyle McNorton	LB
20	Karton Ballard	CB	52	Scellaris Young	LB	82	Greg Jones	TE
22	Sam Smith	FB	53	Grant Thierolf	COG	85	Lloyd Sobek	TE
23	Russ Bastin	TE	54	Mike Wellman	C	86	Jim Radcliffe	NG
25	J.C. Booker	CB	55	John Algee	NG	88	Kirby Criswell	TE
26	Al Lee	TB	56	John Vaught	LB	89	David Verser	SE
27	Tim Jones	TB	57	Harry Murphy	DE	90	Buford Johnson	LB
28	Jimmy Little	WB	58	Bob Fiss	C	92	Charles Casey	DT
29	Bob Hanna	SS	59	Augusta Kyles	C	94	Jerry Calovich	DE
30	Ray Evans	DB	60	Todd Bertsch	DE	95	Bill Griffith	NG
31	Delvin Miller	CB	62	Earnest Hegwood	LB	96	Monty Carbonell	LB
32	Mike Higgins	TB	63	Jim Ragsdale	OG	97	James Jackson	DT
33	John McCarroll	SS	64	Chris Toburen	DE			
34	Tracy Levy	TB	65	Tom O'Doherty	OG			

## — OFFICIALS —

Referee	Earl Shostrom
Umpire	Bob Klisares
Linesman	Dale Schreurs
Line Judge	John McClintock
Field Judge	John Schroeder
Back Judge	Virgil Deering

Coca-Cola® and Coke® are registered trade-marks which identify the same product of The Coca-Cola Company.

# The University of Kansas

<b>Chancellor:</b>	<b>Dr. Archie R. Dykes</b>
<b>Founded:</b>	<b>1866</b>
<b>Enrollment:</b>	<b>25,500</b>
<b>Nickname:</b>	<b>Jayhawks</b>
<b>School Colors:</b>	<b>Crimson and Blue</b>

Established by early settlers in a state that was but five years old, The University of Kansas has from its beginning been a leader in higher education.

The University of Kansas opened its doors on September 12, 1866, and became the first university on the Great Plains. The University consisted of one building, North College Hall, on the northern promontory of Mount Oread, overlooking the growing town of Lawrence. A faculty of three greeted 29 men and 26 women on the first day of classes.

Since then, KU has grown to its present enrollment of more than 25,000 students, and the physical plant consists of a thousand-acre campus and 85 major buildings in Lawrence; a fifty-acre campus and fifty buildings in Kansas City; a clinical component of the KU School of Medicine in Wichita; and educational, research, and service facilities throughout the state.

The pioneering spirit that marked its founders continues to characterize the faculty and staff of the University today as they pursue four primary goals: excellence in teaching; creative scholarship; service to our fellow Kansans; and the personal development of each of our students.

Throughout the 112-year history of The University of Kansas, this pioneering spirit has imbued our faculty and staff with a spirit of achievement, and they have recorded an impressive series of "firsts" in discovery, invention, and educational innovation.



The University of Kansas had the first statewide scholarship program to assure that outstanding seniors in our state's public high schools could attend their state university regardless of financial status.

The University of Kansas had the first chapter of Phi Beta Kappa west of the Mississippi River.

The University of Kansas developed the first graduate program in music therapy.

The University of Kansas has developed the first regional scientific and technological research retrieval service for small businesses.

The University of Kansas developed the first statewide circuit course in postgraduate medical education for physicians.

The first isolation of helium in natural gas occurred at The University of Kansas.

The University of Kansas was the first to use pressurized oxygen on a major scale for clinical purposes—to treat victims of the 1918 influenza epidemic.

The first isolation of a single bacterium for microscopic study took place at The University of Kansas.

The first mechanically accurate skin grafting instrument, the Dermatome, was developed at The University of Kansas.

Today, the pioneering spirit which led to these advances continues. In addition to having an international reputation for excellence in teaching and

for helping each student develop his or her potential to the fullest, The University of Kansas is a leader in research. Last year, faculty at KU brought to our state more than \$31 million for research programs.

In service to the state, the programs and activities of The University of Kansas reach virtually every citizen. Our Division of Health Care Outreach directs a number of programs designed to improve the quality and availability of health care in Kansas; our School of Business and the Institute for Business and Economic Research give service to business and industry; our Bureau of Child Research aids communities and schools in helping those who have developmental disabilities; our Medical Center treats more than 20,000 in-

patients and more than 2,000,000 diagnostic exams each year. Among other services are those for improving the quality and availability of water, evaluating our state's natural resources, improving law enforcement and firemanship training, and for strengthening instruction in elementary and secondary schools.

In all activities, The University of Kansas continues to be characterized by a pioneering quest to explore the unknown, to broaden our horizons, to achieve excellence in all programs.



**The University of Kansas...serving the people of Kansas**



# Coke adds life...

Trade-mark ®

## When Nebraska has the ball

### NU Offense

84	Smith	SE
73	Clark	LT
54	Cotton	LG
57	Saalfeld	C
68	Lindquist	RG
74	Ohrt	RT
89	Miller	TE
12	Sorley	QB
39	Franklin	FB
35	Berns	IB
22	Brown	WB

### KU Defense

51	Zidd	LE
92	Casey	LT
55	Algee	NG
77	G. Smith	RT
94	Je. Calovich	RE
54	Young	SLB
96	Carbonell	WLB
31	Miller	SCB
33	McCarroll	SS
47	Irvin	FS
43	Harris	WCB

### CORNHUSKERS

7	Darrell Walton	DB
8	Paul Letcher	DB
9	Russell Gary	DB
10	Tim Hager	QB
11	Jeff Quinn	QB
12	Tom Sorley	QB
14	Billy Todd	K
16	Tim Fischer	DB
22	Kenny Brown	WB
23	Mark LeRoy	DB
25	Tim Wurth	IB-FB
28	Dave Liegel	DB
29	Jim Pillen	DB
30	Craig Johnson	IB
31	M. McCloskey	WB
32	I.M. Hipp	IB
33	Anthony Steels	WB
34	Andy Means	DB
35	Rick Berns	IB-FB
38	Lee Kunz	LB
39	Andra Franklin	FB
40	Bruce Dunning	LB
44	Jim Kotera	FB
46	John Ruud	LB
47	Tom Vering	LB
48	Jeff Hansen	DB
50	Jeff Bloom	C
51	Kerry Weinmaster	MG
53	R. Schleusener	OG
54	Barney Cotton	OG
55	Rod Horn	DT
56	Dean Sukup	K
57	Kelly Saalfeld	C
58	Dan Steiner	OG
63	David Clark	DT
65	Ovidious Lee	MG
66	Brent Williams	LB
67	Lawrence Cooley	OG
68	Steve Lindquist	OG
69	John Havekost	OG
71	Steve Glenn	OT
73	Kevin Clark	OT
74	Tom Ohrt	OT
80	Frank Lockett	SE
81	Lawrence Cole	DE
82	Steve Davies	TE
84	Tim Smith	SE
87	Jeff Finn	TE
88	Scott Woodard	SE
89	Junior Miller	TE
90	Gordon Thiesen	DE
92	Derry Nelson	DE
93	Dan Pensick	DT
96	George Andrews	DE
97	Bill Barnett	DT
98	Dan Lindstrom	DE

Coca-Cola Bottling Co.  
of Mid-America  
9000 Marshall Drive  
Lenexa, Kansas

# Three simple ways to gain yardage.



HONDA CIVIC® CVCC® SEDAN

HONDA ACCORD®



HONDA CIVIC 1200 HATCHBACK\*

**HONDA**  
We make it simple.

\*Civic 1200 not available in California and high altitude areas. 1978 models shown.

©1978 American Honda Motor Co., Inc.  
Civic 1200 is a Honda trademark.

# Nebraska Roster

No.	Name	Pos.	HL	Wt.	Class	Hometown
7	**Darrel Walton	DB	5-9	170	Sr.	Omaha, Neb.
8	Paul Letcher	DB	5-11	175	Jr.	Lincoln, Neb.
9	Russell Gary	DB	5-11	180	Soph.	Minneapolis, Minn.
10	Tim Hager	QB	6-1	178	Jr.	Lincoln, Neb.
11	Jeff Quinn	QB	6-2	190	Soph.	Ord, Neb.
12	**Tom Sorley	QB	6-2	200	Sr.	Big Spring, Tex.
14	*Billy Todd	K	6-1	190	Sr.	Chandler, Ariz.
16	**Tim Fischer	DB	5-9	165	Sr.	Lincoln, Neb.
22	**Kenny Brown	WB	6-0	176	Jr.	Cincinnati, Ohio
23	Mark LeRoy	DB	6-2	208	Jr.	Seattle, Wash.
25	*Tim Wurth	IB-FB	5-7	175	Jr.	Omaha, Neb.
28	Dave Liegl	DB	5-9	170	Jr.	Central City, Neb.
29	**Jim Pillen	DB	6-0	193	Sr.	Monroe, Neb.
30	Craig Johnson	IB	6-0	175	Soph.	Omaha, Neb.
31	Maurice McCloney	WB	5-11	199	Fr.	Beaumont, Tex.
32	*I. M. Hipp	IB	6-0	200	Jr.	Chapin, S.C.
33	Anthony Steels	WB	5-9	180	Soph.	Sacramento, Calif.
34	Andy Means	DB	6-0	160	Soph.	Holdrege, Neb.
35	**Rick Berns	IB-FB	6-2	205	Sr.	Wichita Falls, Tex.
38	**Lee Kunz	LB	6-1	205	Sr.	Golden, Colo.
39	*Andra Franklin	FB	5-11	195	Soph.	Anniston, Ala.
40	*Bruce Dunning	LB	6-3	215	Jr.	Arvada, Colo.
44	Jim Kotera	FB	5-11	191	Soph.	Bellevue, Neb.
46	John Ruud	LB	6-2	215	Jr.	Bloomington, Minn.
47	*Tom Vering	LB	6-2	205	Jr.	Fremont, Neb.
48	**Jeff Hansen	DB	6-2	198	Sr.	Sacramento, Calif.
50	*Jeff Bloom	C	6-2	185	Jr.	Rapid City, S.D.
51	**Kerry Weinmaster	MG	6-0	207	Jr.	North Platte, Neb.
53	Randy Schleusener	OG	6-6	230	Soph.	Rapid City, S.D.
54	**Barney Cotton	OG	6-5	245	Sr.	Omaha, Neb.
55	*Rod Horn	DT	6-5	259	Jr.	Fresno, Calif.
56	Dean Sukup	K	6-1	210	Jr.	Cozad, Neb.
57	*Kelly Saalfeld	C	6-4	237	Jr.	Columbus, Neb.
58	Dan Steiner	OG	6-2	242	Jr.	Columbus, Neb.
63	David Clark	DT	6-2	250	Soph.	Odessa, Tex.
65	*Oudious Lee	MG	6-1	218	Jr.	Omaha, Neb.
66	Brent Williams	LB	6-2	210	Soph.	Los Angeles, Calif.
67	**Lawrence Cooley	OG	6-0	235	Sr.	Monroe, Minn.
68	**Steve Lindquist	OG	6-6	250	Sr.	Minneapolis, Minn.
69	*John Havekost	OG	6-4	210	Jr.	Scribner, Neb.
71	*Steve Glenn	OT	6-3	250	Sr.	Pawnee City, Neb.
73	**Kelvin Clark	OT	6-4	275	Sr.	Odessa, Tex.
74	**Tom Ohrt	OT	6-4	244	Sr.	Millard, Neb.
80	*Frank Lockett	SE	6-0	195	Sr.	Richmond, Calif.
81	Lawrence Cole	DE	6-2	201	Soph.	Dayton, Ohio
82	Steve Davies	TE	6-2	220	Soph.	Murray, Utah
84	*Tim Smith	SE	6-3	194	Jr.	Chula Vista, Calif.
87	Jeff Finn	TE	6-5	232	Soph.	Grand Island, Neb.
88	Scott Woodard	SE	5-9	183	Soph.	Papillion, Neb.
89	*Junior Miller	TE	6-4	222	Jr.	Midland, Tex.
90	Gordon Thiessen	DE	6-1	205	Jr.	Lincoln, Neb.
92	Derry Nelson	DE	6-1	195	Soph.	Fairmont, Neb.
93	*Dan Pensick	DT	6-5	245	Jr.	Columbus, Neb.
96	**George Andrews	DE	6-4	223	Sr.	Omaha, Neb.
97	*Bill Barnett	DT	6-5	235	Jr.	Afton, Minn.
98	Dan Lindstrom	DE	6-2	191	Soph.	Oakland, Neb.

\*Indicates varsity letters.



## '78 Schedule

9/3	at Alabama .....	L	3-20
9/9	California .....	W	36-26
9/16	Hawaii .....	W	56-10
9/30	at Indiana .....	W	69-17
10/7	at Iowa State .....	W	23-0
10/14	Kansas State .....	W	48-14
10/21	at Colorado .....	W	52-14
10/28	Oklahoma State .....	W	22-14
11/4	at Kansas .....	1:30 (CST)	
11/11	Oklahoma .....	1:30 (CST)	
11/18	Missouri .....	1:30 (CST)	

# Today's Opponent

# Nebraska

## NU Facts

Location: Lincoln  
Enrollment: 22,179  
Conference: Big Eight  
Nickname: Cornhuskers  
Colors: Scarlet & Cream  
1977 Overall Record: 9-3  
1977 Conference Record: 5-2 (tie, 2nd)  
Chancellor: Dr. Roy A. Young  
Athletic Director: Bob Devaney  
Head Coach: Tom Osborne  
(Hastings, '59)  
Coach's Career Record: 6th year, 53-14-2  
Asst. Coaches: Lance Van Zandt, Cletus Fischer, John Melton, Mike Corgan, Jerry Moore, George Darlington, Charlie McBride and Gene Huey.  
Current Record: 7-1



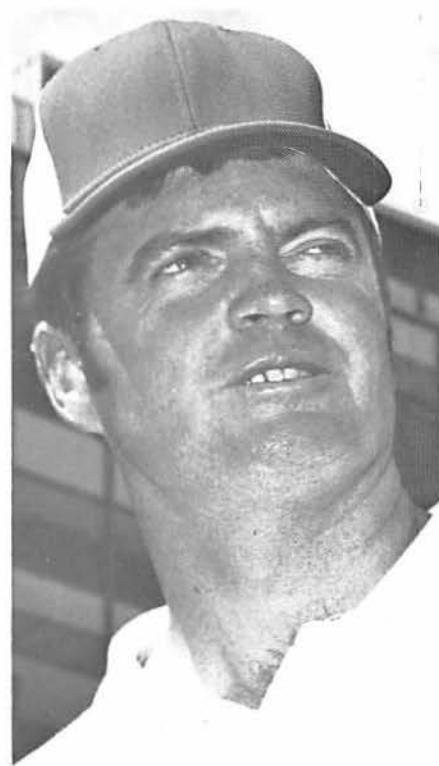
Nebraska's Broyhill Fountain



ROY A. YOUNG  
Chancellor

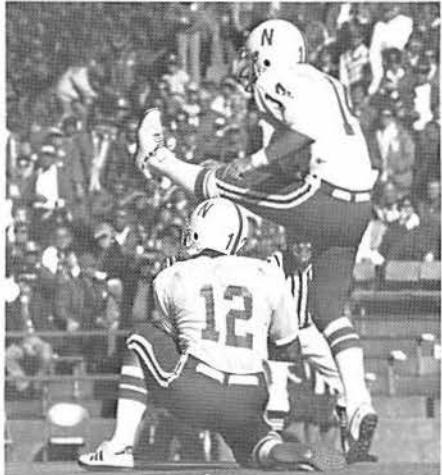


BOB DEVANEY  
Athletic Director



TOM OSBORNE  
Head Coach

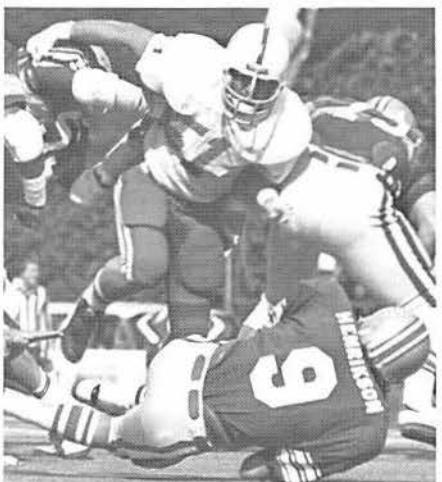
# Cornhuskers to Watch



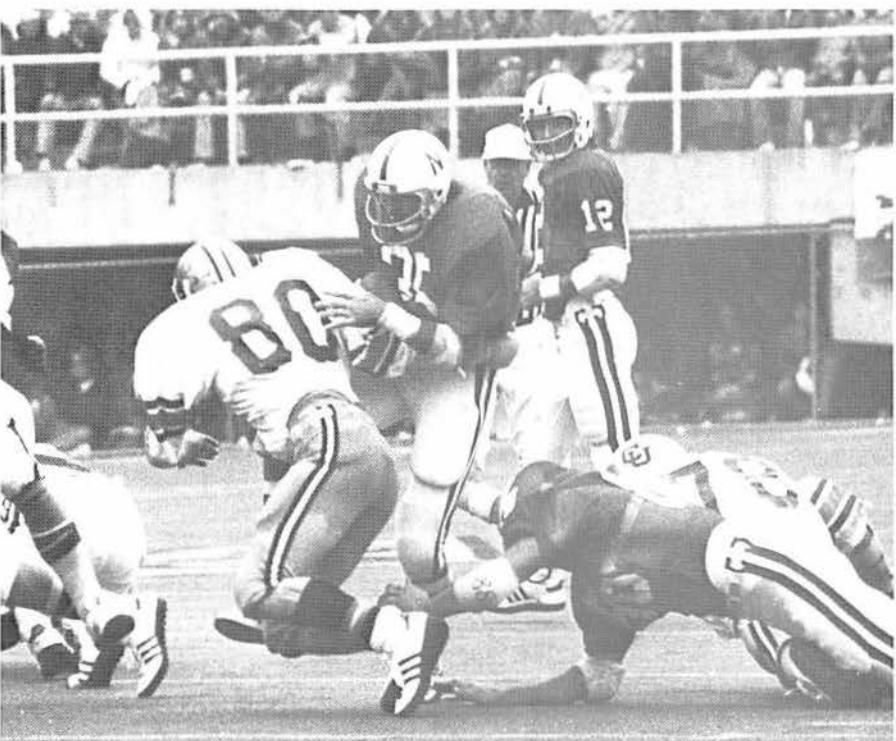
**BILLY TODD (14)** and **TOM SORLEY (12)**  
Kicker Quarterback



**I.M. HIPP (32)**  
Running Back



**KERRY WEINMASTER (51)**  
Nose Guard



**RICK BURNS (35)**  
Running Back



**RANDY POESCHL (75)**  
Defensive Tackle (injured)

# Nebraska Statistics

TEAM STATISTICS	NU	Opp.	RUSHING	TC	Gain	Lost	Net	Ave.	TD	
First Downs .....	202	107	Hipp .....	142	838	38	800	5.6	6	
By Rushing .....	136	56	Berns .....	95	523	2	521	5.5	6	
By Passing .....	59	42	Wurth .....	53	364	3	363	6.8	4	
By Penalty .....	7	9	Franklin .....	52	283	0	280	5.4	3	
Rushing			Johnson .....	27	172	0	172	6.4	2	
Carries .....	498	388	Quinn .....	19	138	0	138	7.3	0	
Yards Gained .....	2724	1298	Brown .....	15	98	6	92	6.1	1	
Yards Lost .....	156	339	Kotera .....	16	59	0	59	3.7	3	
Net Yardage .....	2568	959	Hager .....	14	58	3	55	3.9	0	
Average per Rush .....	5.2	2.5	Sorley .....	59	136	103	33	0.6	5	
Average per Game .....	321.0	119.9	McCloney .....	3	24	0	24	8.0	0	
Passing			McCrady .....	1	24	0	24	24.0	0	
Attempted .....	153	155	Juehring .....	1	4	0	4	4.0	0	
Completed .....	89	65	Smith .....	1	3	0	3	3.0	0	
Net Yardage .....	1270	1071	PASSING	Att.	Comp.	Int.	Pct.	Yds.	TD	
Pct. Completed .....	58.2	41.9	Sorley .....	134	79	5	58.5	1159	8	
Passed for TDs .....	8	7	Hager .....	13	7	0	53.8	83	0	
Had Intercepted .....	6	10	Quinn .....	5	3	1	60.0	28	0	
Average per Attempt .....	8.3	6.9	Berns .....	1	0	0	0.0	0	0	
Average per Game .....	158.8	133.9	RECEIVING	No.				Yds. P.C.	TD	
Total Offense			Miller .....	22				398	18.1	2
Plays .....	651	543	Brown .....	21				328	15.6	2
Net Yardage .....	3838	2030	Smith .....	15				144	9.6	0
Average per Play .....	5.9	3.7	Berns .....	7				50	7.1	1
Average per Game .....	479.8	253.8	Lockett .....	6				125	20.8	2
Punting			Hipp .....	6				36	6.0	0
Number .....	37	63	McCrady .....	5				58	11.6	0
Yardage .....	1481	2511	McCloney .....	2				88	44.0	1
Average .....	40.0	39.9	Finn .....	2				22	11.0	0
Punt Returns			Wurth .....	1				14	14.0	0
Number .....	23	11	Davies .....	1				13	13.0	0
Yardage .....	346	63	Franklin .....	1				-6	---	0
Average .....	15.0	5.7	PUNT RETURNS	No.				Yds.	Ave.	TD
Kickoff Returns			Brown .....	15				270	18.0	1
Number .....	18	38	Lockett .....	4				58	14.5	0
Yardage .....	361	806	Nelson .....	1				16	16.0	0
Average .....	20.1	21.2	Cole .....	1				8	8.0	0
Interceptions			Dunning .....	0				0	0.0	1
Number .....	10	6	Liegel .....	2				-6	---	0
Yardage .....	119	118	KICKOFF RETURNS	No.				Yds.	Ave.	TD
Average .....	11.9	19.7	Brown .....	9				169	18.8	0
Fumbles			Lockett .....	6				131	21.8	0
Number .....	24	28	Berns .....	3				61	20.3	0
Lost .....	16	14	INTERCEPTION RETURNS	No.				Yds.	Ave.	TD
Penalties			Means .....	3				51	17.0	0
Number .....	41	42	LeRoy .....	1				24	24.0	0
Yardage .....	437	394	Dunning .....	1				23	23.0	0
Average .....	10.7	9.4	Cole .....	1				8	8.0	0
COMPOSITE SCORE BY QUARTERS			Nelson .....	1				8	8.0	0
NU .....	47	89	Fischer .....	1				3	3.0	0
Opponents .....	28	24	Gary .....	1				2	2.0	0
			Andrews .....	1				0	0.0	0
			PUNTING	No.				Yds.	Ave.	TD
			Smith .....	36				1446	40.2	0
			Todd .....	1				35	35.0	0
			SCORING	TD	PAT(1)	PAT(2)	FG	Pts.		
			Todd .....		28-30		8-11			
			Berns .....	7					52	
			Hipp .....	6					42	
			Sorley .....	5					36	
			Wurth .....	4					30	
			Brown .....	4					24	
			Franklin .....	3					24	
			Kotera .....	3					18	
			Miller .....	2			2-2		18	
			Johnson .....	2					16	
			Lockett .....	2					12	
			+ Cole .....	1					6	
			Dunning .....	1					6	
			McCloney .....	1					6	
			Sukup .....			5-5			5	
			NU Totals .....	41	33-35	2-2	8-11		309	
			Opponents .....	16	13-14	0-2	2-6		115	

\*Recovered blocked punt in end zone

-Recovered fumble in end zone

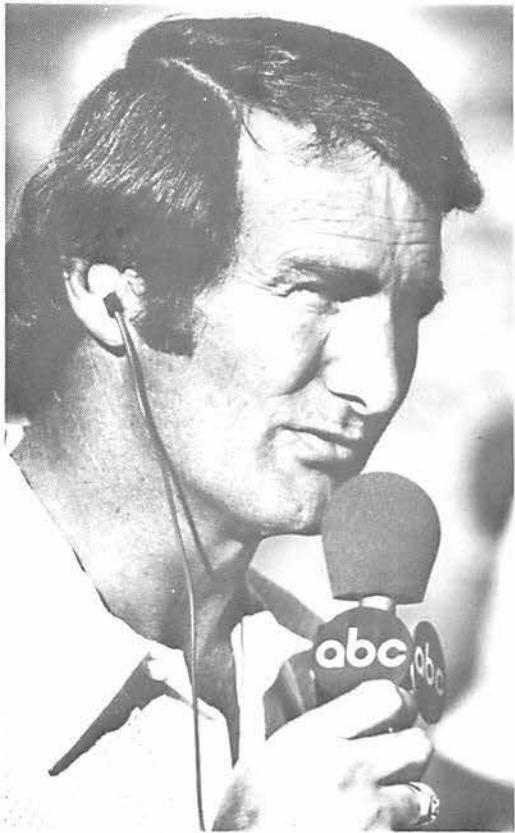
# Kansas Statistics

TEAM STATISTICS	KU	Opp.	RUSHING	TC	Gain	Lost	Net	Ave.	TD	Long
First Downs .....	94	192	Sydney .....	72	341	140	201	2.8	1	45
By Rushing .....	50	141	Wagoner .....	34	189	5	184	5.4	0	30
By Passing .....	35	46	Higgins .....	41	196	13	183	4.5	1	34
By Penalty .....	9	5	Barrow .....	32	102	2	100	3.1	1	11
Rushing			Sam Smith .....	32	104	4	100	3.1	1	8
Carries .....	346	530	Ediger .....	19	68	5	63	3.3	0	9
Yards Gained .....	1280	2567	Hines .....	63	163	111	52	0.8	1	19
Yards Lost .....	329	201	Bethke .....	8	37	14	23	2.9	0	23
Net Yardage .....	951	2366	Friess .....	8	26	3	23	2.9	0	7
Average per Rush .....	2.7	4.5	Levy .....	15	25	6	19	1.3	1	5
Average per Game .....	118.9	295.8	T. Jones .....	17	21	9	12	0.7	0	4
Passing			Little .....	2	4	0	4	2.0	0	2
Attempted .....	145	133	Clinton .....	3	4	17	-13	—	0	4
Completed .....	63	72	RECEIVING	No.			Yds.	Yds. P.C.	TD	Long
Net Yardage .....	771	797	K. Murphy .....	14	214		15.3	1	51	
Pct. Completed .....	43.4	54.1	Little .....	10	125		12.5	0	42	
Passes for TD's .....	4	5	Sobek .....	7	105		15.0	0	40	
Had Intercepted .....	10	5	T. Jones .....	7	78		11.1	0	28	
Average per Attempt .....	5.3	6.0	Criswell .....	6	67		11.2	2	28	
Average per Game .....	96.4	99.6	Veser .....	5	34		6.8	0	25	
Total Offense			Wagoner .....	4	61		15.3	1	26	
Plays .....	491	663	Mickens .....	3	46		15.3	0	21	
Net Yardage .....	1722	3163	Higgins .....	3	18		6.0	0	22	
Average per Play .....	3.5	4.8	Bastin .....	1	12		12.0	0	12	
Average per Game .....	215.3	395.4	Vicendese .....	1	6		6.0	0	6	
Punting			Sam Smith .....	1	4		4.0	0	4	
Number .....	57	44	Friess .....	1	1		1.0	0	1	
Yardage .....	2353	1803	PUNT RETURNS	No.			Yds.	Ave.	TD	Long
Average .....	41.3	41.0	Little .....	11	95		8.6	0	66	
Punt Returns			Irvin .....	4	17		4.3	0	7	
Number .....	18	25	Wagoner .....	3	27		9.0	0	19	
Yardage .....	139	109	KICKOFF RETURNS	No.			Yds.	Ave.	TD	Long
Average .....	7.7	4.4	Little .....	9	185		20.6	0	64	
Kickoff Returns			Higgins .....	3	111		37.0	0	75	
Number .....	24	13	T. Jones .....	3	45		15.0	0	18	
Yardage .....	474	257	Veser .....	2	41		20.5	0	24	
Average .....	19.8	19.8	Vicendese .....	2	34		17.0	0	18	
Interceptions			Wagoner .....	1	22		22.0	0	22	
Number .....	5	10	Barrow .....	1	21		21.0	0	21	
Yardage .....	18	107	Mickens .....	1	10		10.0	0	10	
Average .....	3.6	10.7	Friess .....	1	5		5.0	0	5	
Fumbles			Vaught .....	1	0		0.0	0	0	
Number .....	29	29	INTERCEPTION RETURNS	No.			Yds.	Ave.	TD	Long
Lost .....	16	16	Miller .....	1	7		7.0	0	7	
Penalties			McCarroll .....	1	6		6.0	0	6	
Number .....	28	38	Hegwood .....	1	5		5.0	0	5	
Yardage .....	200	428	Gentry .....	1	0		0.0	0	0	
Average .....	7.1	11.3	Irvin .....	1	0		0.0	0	0	
COMPOSITE SCORE BY QUARTERS			#Zidd .....	0	43		43.0	0	43	
KU .....	17	38	PUNTING	No.			Yds.	Ave.	Long	
Opponents .....	50	48	Hubach .....	.56	2341		41.8	64		
		Team .....	1	12			12.0	12		
		SCORING	TD	PAT(1)		PAT(2)	FG	Pts.		
		Hubach .....		9-9			4-9	21		
		Criswell .....	2					12		
		Barrow .....	1					6		
		Higgins .....	1					6		
		Hines .....	1					6		
		Levy .....	1					6		
		K. Murphy .....	1					6		
		Sam Smith .....	1					6		
		Sydney .....	1				0-1	6		
		Wagoner .....	1					6		
		KU Totals .....		10	9-9		0-1	4-9	83	
		Opponents .....		26	24-25		0-1	6-12	198	

\*Includes safety vs. Washington.

#Zidd returned a blocked FG attempt vs. Oklahoma State.

# CATCH SATURDAY AFTERNOON FEVER



## THE BUD MOORE SHOW

An inside look at Jayhawk Football with head coach Bud Moore, host Jim Bonds, and special coach and player guests.

The Bud Moore TV Show  
Every Week On These Stations

### WIBW-TV

Topeka—Channel 13  
Sunday  
10:45 or 11:15 p.m.

### WDAF-TV

Kansas City—Channel 4  
Sunday  
12:30 p.m.

### KARD-TV

Wichita—Channel 3  
Sunday  
10:30 p.m.



## THE KU SPORTS NETWORK

Don't miss any of the action. Join Tom Hedrick, Steve Southerland and the KU Sports Network for exciting play-by-play action of every Jayhawk game.

The Bud Moore Radio Show  
Follows Each Game

### All Games

KANU—Lawrence	KNCK—Concordia
WREN—Topeka	KSOK—Arkansas City
KMBZ—Kansas City	KIUL—Garden City
KFH—Wichita	KRSL—Russell
KLWN—Lawrence	KLEY—Wellington
KSEK—Pittsburg	KGNO—Dodge City
KIKS—Iola	KOYY—El Dorado
KWBW—Hutchinson	KOFO—Ottawa
KSCB—Liberal	KGGF—Coffeyville
KVOE—Emporia	KKOY—Chanute

### Selected Games

KSAL—Salina	KAYS—Hays
KINA—Salina	KANS—Larned
KXXX—Colby	KVGB—Great Bend
KLOE—Goodland	KULY—Ulysses
KKAN—Phillipsburg	KJCK-FM—Junction City
KNBI—Norton	KNZA-FM—Hiawatha

# GOOD LUCK

## Kirk Maska and the KU Jayhawks

Mr. & Mrs. Ross Beach

Mr. & Mrs. Jack Curtis

Dr. & Mrs. Standlee H. Dalton

Double AA Sporting Goods, Inc.

Ellis State Bank

Farmers State Bank & Trust Co.

First National Bank

Dr. & Mrs. Homer Foutz

Mr. & Mrs. Gary Hale

Mr. & Mrs. Van Hartman

Hays Daily News

Mr. & Mrs. Bill Jeter

Mr. & Mrs. Joe Jeter

John Jeter

Mr. & Mrs. Norman Jeter

Mr. & Mrs. M. W. Kraemer

Richard Kraemer



**Kirk Maska**  
Freshman Defensive Back

**THE HAYS AND ELLIS BOOSTERS  
ARE PROUD OF YOU**

Mr. & Mrs. Charles Krull

Mr. & Mrs. Edward Larson

Mr. & Mrs. Art Leas

Mr. & Mrs. Mike Leas

Mr. & Mrs. Don Martin

Mr. & Mrs. Jake Maska

Mr. & Mrs. James A. Maska

Jeff Maska

Mr. & Mrs. J. R. Maska

Mr. & Mrs. David Morgenson

Dr. & Mrs. Eugene Siler

Mr. & Mrs. Don Stewart

Mrs. Sally Ward

Dr. & Mrs. Harry Watts

Mr. & Mrs. Mark Watts

Dr. & Mrs. Howard Wilcox

# KUAC Maintenance Crew



Kneeling, from left: Terry Lynch, Norm Stuart, Karl Johnson, Danny Logan and Tony Ice. Standing, from left: Joe Woody, D. W.

Acker, Keith Noland and Jim Feil. Not pictured: Dianna Beebe and Andy Hardy.

# KUAC Secretaries



Seated, from left: Cora Cowan, Cathy Gurtler, Diana Wehmeyer, Bobbi Sue Wooldridge, Jeanne Baze and Maxine Revenew. Standing, from left: Judy Nash, Carole Hadl, Rita Shields, Shirley

Patti, Erma Porter, Paula Showalter, Linda Sheppard and Paula Smith. Not pictured: Holly Butler and Marge Hazlett.

# RUSSELL IS WITH KU . . .



## Wheat - Oil - Cattle and Now . . . Industry

### BANKERS — Over 90 Years

'Franc' Bunker, Baker '13

'Wog' Bunker, '15

'Ted' Bunker, '27

Dean Bunker, '50

### BERNIE'S WELDING & MANUFACTURING CORP.

Bernard W. Erbert

### DAWSON DRUG STORE, INC.

Steve Cole & Larry Rogers

### R. C. WILLIAMS INC.

### HOLLAND ABSTRACT CO.

### THE HOME STATE BANK

### JAYHAWK WELL SERVICING CO.

### TONY AND CECIL WITT

### RUSSELL STATE BANK

### FENDER PIPE & SUPPLY

Allen T. Fender

### RICHARD M. DRISCOLL & JERRY E. DRISCOLL

Attorneys-at-Law

### MR. & MRS. LLOYD L. HOLLINGER

### SHIELDS OIL PRODUCERS

R. L. (Dick) Shields

### DON DAWSON PHARMACY

Don Dawson

### MICHAEL S. HOLLAND

### DOLE LEASING CO.

**GUARANTEE  
ABSTRACT & TITLE CO., INC.  
Kansas City, Kansas**

**GUARANTEE TITLE  
of Johnson County, Inc.  
Olathe, Kansas**

**Abstracts**      **Escrows**      **Title Insurance**  
**Joe F. Jenkins**  
**State Agent, Chicago Title Insurance Co.**

# CONSTRUCTION AND INDUSTRIAL EQUIPMENT

SALES, SERVICE, RENTALS

**Machinery & Supplies Co., Inc.**  
101 South 7th K. C., Kansas 66101  
(913) 621-4181



St. Joseph, Mo., 310 South Third St. 64501  
(816) 233-2569

Kansas City, Mo., 1400 Wyoming  
(816) 474-4786

**HAREN AND LAUGHLIN  
CONSTRUCTION CO.**

## Steel, Aluminum

# **GRESHAM & CO., INC.**

**"Red" Cromb**  
2745 Southwest Blvd. Kansas City, Mo.

# **"Affco" Fabricated Steel Flask**

**Designed for all Molding operations**

Inside corrugation assures rigidity with less handling weight.

# American Foundry Flask Co.

(Div. Gresham & Co., Inc.)  
"Red" Cromb

2745 Southwest Blvd.—Kansas City 8, Mo.

## JAYHAWK ATHLETIC CAMPS

**"A Camp for Every Young Athlete"**

BASKETBALL	Ted Owens Jayhawk Basketball Camp Boys Sessions: May 27-June 2 June 10-June 16 June 3-June 9 June 17-June 23 Girls Session: June 24-June 30 For Information write Ted Owens, Jayhawk Basketball Camp, Allen Field House, Univ. of Kansas, Lawrence, Kansas 66045.
BASEBALL	4th Annual Jayhawk Baseball Camp June 3-June 8 For Information write Jayhawk Baseball Camp, 509 Dakota, Lawrence, Kansas 66044.
TRACK	7th Annual Jayhawk Track and Field Camp June 17-June 23 For Information write Gary Pepin, Allen Field House, Univ. of Kansas, Lawrence, Kansas 66045
TENNIS	Jayhawk Tennis Camp May 27-June 1 June 17-June 22 June 3-June 8 For Information write Tom Kivisto, Allen Field House, Univ. of Kansas, Lawrence, Kansas 66045.

## EL DORADO PROUDLY SUPPORTS THE 1978 JAYHAWKS

These El Dorado Citizens Are Boosting the Jayhawks in '78

**BECKER CORPORATION**

Frank J. Becker

**THE EL DORADO TIMES**

David H. Clymer

**BACON INSURANCE, INC.**

Bill Callaway, Jim Clennan, Dave Calloway,  
Bill Douglass, Conrad Downing

**DR. HARRY W. FITZGERALD, JR.**

**BROWN DECORATING SHOP**

Larry Brown

**MURRAY INSURANCE, INC.**

Hobe Murray

**TED WRENCH PHARMACY**

Ted Wrench

**ROBERT M. BOND**

**MICHAEL G. COASH**

**JAMES B. MCKAY, JR.**

**JAMES L. HARGROVE**

**TRAF-O-TERIA SYSTEM, INC.**

Wayne Livingston

**GEO. M. MYERS, INC.**

Marc Myers

**WHITE & ELLIS DRILLING, INC.**

Tom White

## HAAS & WILKERSON

Insurance for Industry and The Individual

3101 Broadway

Kansas City, Mo.

Al Haas  
Jim Palmer  
John Stephenson



1749 Burlington North Kansas City, Mo.

Paul R. Gibson

Joe Butler III

## GIBSON/BUTLER

FUNERAL HOME, Inc.

19th & Minnesota

Phone: 371-7000

DON A. ELLIS



MERRIAM, ELLIS & BENTON *Insurance*



MERRIAM, ELLIS & BENTON *Realtors*

1300 N. 78TH ST. • KANSAS CITY, KANSAS 66112 • 334-2100

ESTABLISHED 1888

## PAOLA IS ON THE GROW!



1863

115 YEARS OF PROGRESS • NEW SCHOOLS • NEW INDUSTRY • NEW CHURCHES • TRAVEL ON NEWLY RELOCATED US 169 THROUGH BOOMING MIAMI COUNTY • ONLY 45 MINUTES FROM DOWNTOWN KANSAS CITY—50 MINUTES FROM THE UNIVERSITY OF KANSAS—75 MINUTES FROM TOPEKA AND STATE CAPITAL.

A Growing Industrial Center with Excellent Transportation, Educational Facilities, Recreation (Country Club, Swimming Pools, Parks, Lakes, Fairgrounds); Churches (15 Denominations); Housing (New Development on the rise); Hospital, Nursing Home, Retarded Children Center and Clinic Complex, all in one area.

**Where Agriculture and  
Industry Are Building  
Together For A  
Brighter Future!**

**PAOLA PEOPLE MAKE THE DIFFERENCE**

Carrothers Construction Company  
Miami County National Bank

Dr. Floyd J. Grimes II  
Karl A. Brueck—Equitable Life  
Assurance Society, New York, N.Y.  
Miami County Clinic  
Steve Miller Drugs

The Western Spirit &  
The Miami Republican  
Oliver D. Rinehart—Bill Bright  
Wilson & Son Funeral Home  
L. Perry Bishop—Ed Lee  
First Federal Savings & Loan



1978—Marquee roof and tinted walk make each store look shopping-mall modern.

# Code of Officials Signals



Touchdown or  
Field Goal



Helping the Runner,  
or Interlocked  
Interference



Ball Ready for Play



Grasping Face Mask



Delay of Game



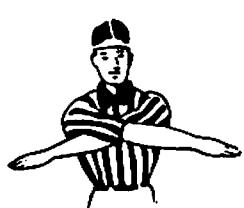
Roughing the Kicker



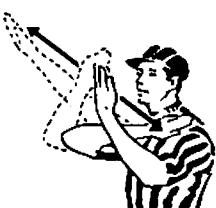
Ball Dead; If Hand  
is Moved from Side  
to Side: Touchback



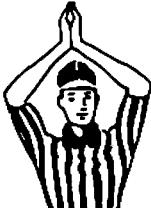
Illegally Passing  
or Handling Ball  
Forward



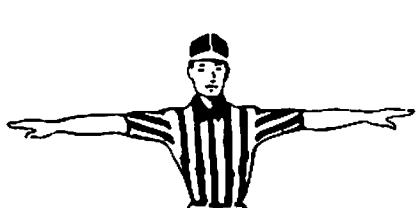
Incomplete Forward Pass,  
Penalty Declined,  
No Play, or No Score



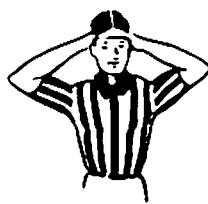
Touching a Forward  
Pass or Scrimmage Kick



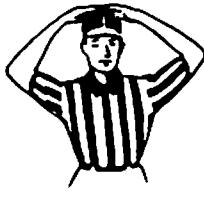
Safety



Non-contact Fouls



Loss of Down



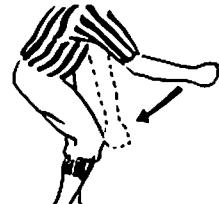
Substitution  
Infractions



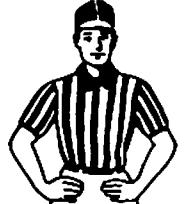
Clipping



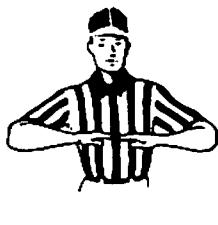
Illegal Procedure  
or Position



Blocking Below  
the Waist



Offside (Infraction  
of scrimmage or  
free kick formation)



Illegal Shift



Player Disqualified



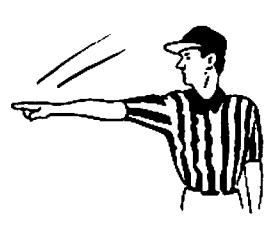
Illegal use of  
Hands and Arms



Illegal Motion



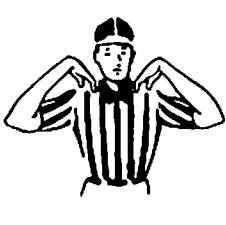
Personal Foul



First Down



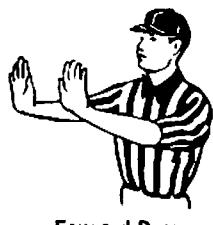
Ineligible Receiver  
Down Field on Pass



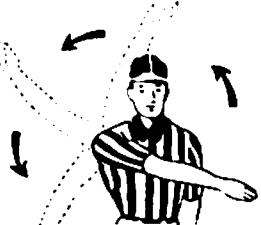
Ball Illegally Touched,  
Kicked, or Batted



Time out; Referee's  
Discretionary or Excess  
Time Out followed with  
tapping hands on chest.



Forward Pass or  
Kick Catching  
Interference



Start the Clock



Intentional  
Grounding

# HUTCHINSON BOOSTERS

GO BIG BLUE!



(Photo courtesy of Hutchinson Chamber of Commerce)

**Boyd Motors**

**Harold R. Branine**

**M.E. Chalfant**

**J. Stanley Hill**

**Wm. Y. Chalfant**

**Charles Hyter**

**Harold Dufek**

**L.R. Foy Construction Co. Inc.**

**Kingsley-Wagner, Inc.**

**Kline Insurance Agency**

**Bob Martindell**

**Steve Martindell**

**Stan Martindell**

**Pegues**

**A.D. Rayl Motor Co.**

**Salt City Federal Savings**

**Valley Federal Savings**

**Wiley's**

**Winchester Packing Company**

## KU Spirit Squad

# There's Excitement on the Sidelines



The Kansas Spirit Squad is an integral part of KU football. The KU pom pom girls and yell leaders generate a very special brand of enthusiasm and entertainment.

Anyone who's ever attended a Kansas football game knows the action and excitement isn't confined to the playing field.

The KU Spirit Squad generates its own very special kind of excitement which is as much a part of Saturday afternoons as touchdown passes, jarring tackles and tailgate picnics.

KU's approach to cheerleading is anything but the stereotyped "rah-rah" variety. KU pom pom girls and yell leaders are carefully screened and selected each spring from over 100 contestants.

"We look for a lot of things when we're selecting our squad," said sponsor Tom Johnson. "We want people who are attractive, but more importantly we want people who are talented. We perform a lot of intricate routines

which require a high level of athletic ability, coordination, strength and dancing talent.

"There's a place for the more traditional cheerleading role. We try to do our part in generating crowd enthusiasm and spirit, but we also try to provide some entertainment."

national Cheerleading Foundation, an affiliated member of the NCAA, last spring's National Collegiate Cheerleading Championships were televised by CBS-TV and pitted the nation's top five teams against each other in five-minute routines.

North Carolina won the

*"We want people who are attractive, but more importantly we want people who are talented."*

That combination of enthusiasm and entertainment has earned KU squads a reputation for excellence. Kansas spirit squads have been ranked consistently among the nation's top ten in recent years and last spring finished third in the first ever national championship.

Sponsored by the Inter-

competition followed by Southern Cal and KU. Also selected for the finals were Florida and Pittsburgh.

"It was a tremendous honor just to be picked for the finals," Johnson said. "I thought our squad performed tremendously and I hope we can make the finals again this year. It certainly gives us something to work for."



1978-79 KU Spirit Squad—Front row, from left: Henry McClure, soph., Topeka, Kan.; Wendi Coleman, soph., Lawrence, Kan.; Dave Preston, Jr., Memphis, Tenn.; Lisa Welch, Jr., Overland Park, Kan.; Liz Wright, soph., Wichita, Kan.; Mike McNeil, soph., Wichita, Kan.; Bunita Bassa, Jr., Kansas City, Mo.; Randy Smith, sr., Wellington, Kan.; Cheri McDougall, Jr., Perry, Kan., and Dal Davidson, Jr., Stanley, Kan. Back row, from left: Mark Mosler, Jr., Herrington, Kan.; Debbie Gentle, Jr., Overland Park, Kan.; Craig

Scherer, Jr., Wichita, Kan.; Jolene Held, soph., Osawatomie, Kan.; Barry Frank, Jr., Lawrence, Kan.; Stephanie Cook, soph., Independence, Kan.; Greg Duvall, Jr., Overland Park, Kan.; Karen Freyermuth, sr., Shawnee, Kan.; Michael Brady, Jr., Kansas City, Kan.; Tracy Jabara, soph., Wichita, Kan., and Brad Koehn, soph., Topeka, Kan. Not pictured: Jake Thompson, sr., Iowa City, Iowa, and Tres Falls, soph., Leawood, Kan.



## Sargent Insurance Inc.

Fire — Auto — Business — Bonds

3601 W. 29th  
Topeka

SERVING KANSANS  
FOR OVER 50 YEARS



VICTORY LIFE  
INSURANCE COMPANY  
300 WEST EIGHTH, TOPEKA, KANSAS 66603



HIGH INTEREST PLUS INSURED SAFETY  
**Capitol Federal  
Savings**

TOPEKA / GREATER KANSAS CITY / OLATHE / LAWRENCE / MANHATTAN / EMPORIA / SALINA

*"The Most Trusted Name In Savings"*

# LAWRENCE

Launderers

Since  
1905

Dry Cleaners

## WARDROBE CARE CENTERS

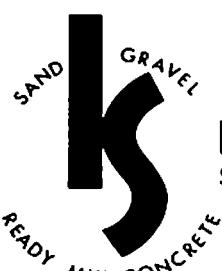
1526 WEST 23rd

1029 NEW HAMPSHIRE

1517 WEST 6th

FOR ROUTE SERVICE, CALL 843-3711

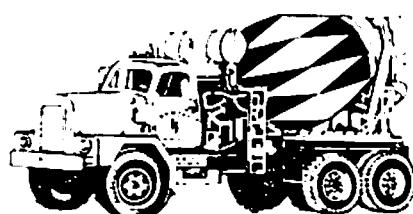
"SPECIALIST IN FABRIC CARE"



**KANSAS**  
Sand and Concrete, Inc.

Since 1922

CONCRETE READY-MIXED

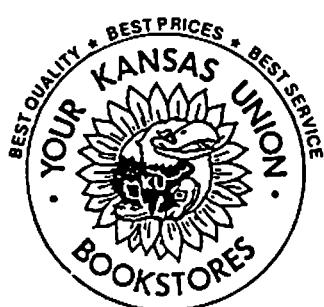


**Go Big Blue**

**KANSAS SAND AND CONCRETE INC.**

531 NORTH TYLER

PH. 235-6284 or 232-1047



YOUR  
KANSAS UNION  
BOOKSTORES

### IN THE UNION:

MAIN STORE—Textbooks, Supplies, Gifts, Jewelry and Jayhawk Items

Open—Monday-Friday 8:30 a.m. to 5 p.m.

Saturday 10 a.m. to 4 p.m.

Sunday Noon to 3 p.m.

OREAD BOOKSHOP—Technical, Reference, General Reading Books, Greeting Cards, Posters

Open—Monday-Friday 8:30 a.m. to 5 p.m.

Saturday 10 a.m. to 4 p.m.

Closed Sunday

### HASHINGER HALL:

The Daisy Hill Convenience Store for a Little of Everything

Open—Monday-Thursday Noon to 8 p.m.

Friday 11 a.m. to 7 p.m.

Closed Saturday and Sunday



We are the **ONLY** bookstore that shares its profits with KU students

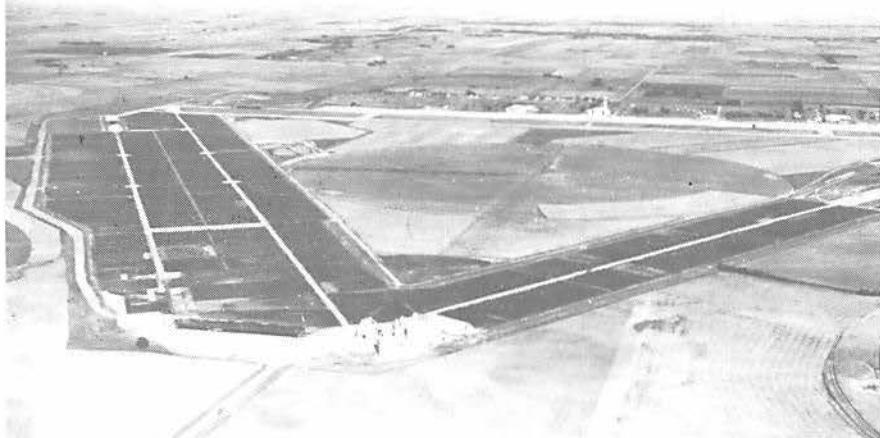
# Pratt, Kansas . . . Is Where It's At

**The Chamber of Commerce Invites You to Visit Pratt**

- Home of the Miss Kansas Pageant
- Home of the Forestry, Fish and Game Commission



Lori Bergen  
Miss Kansas 1978



PRATT FEEDLOT

## Pratt Boosters Backing the Jayhawks

The Western Savings

Cullen & Twala Thomas

Pat & Ann Barker

Schafer Plow Co.  
Bill & Jim

The Peoples Bank

Giles & Mary Freeman

Staniion Wholesale Electric  
Pratt Lawrence  
Chanute Great Bend  
Hays Garden City  
Junction City Liberal  
Dodge City Emporia

First National Bank

Ron & Ginnie Quenzer

Delmar & Claudine Riney

# Jayhawk Football Ticket Outlets

## Lawrence

Dillon's—2108 W. 27th  
Dillon's—1740 Mass.  
Falley's—2525 Iowa  
Rusty's—23rd & Louisiana  
Rusty's—901 Iowa  
Rusty's—608 N. 2nd  
Kroger's—23rd & Naismith  
Waymire's—846 New Hampshire

## Topeka

Brookwood Jayhawk Drug—2901 W. 29th  
Livingston Fashions—1426 Kansas  
Falley's—1923 E. 29th

And Anchor Savings and Loans throughout the Kansas City area and the state

For the convenience of Jayhawk football fans, the Kansas Athletic Department is pleased to announce the location of several ticket outlets. Check the one in your area and ask about any of our exciting ticket plans. Tickets also may be purchased directly from the Ticket Office in Allen Field House.

## 1978 Home Schedule

Sept. 9—Texas A&M  
Sept. 23—UCLA  
Sept. 30—Miami (Fla.)  
Oct. 14—Oklahoma  
Oct. 28—Iowa State  
Nov. 4—Nebraska

... Don't Forget The



**GUY'S  
ARE  
the  
REAL  
POTATO  
CHIPS!  
•  
HAVE THE  
GUY'S  
HANDY**

POTATO CHIPS  
CHEEZ STIX  
BBQ CHIPS  
GREEN ONION CHIPS  
CORN CHIPS  
ONION RINGS  
POP CORN  
BAC'N POPS  
SHOESTRING POTATOES  
PLUS  
COMPLETE  
ASSORTMENT  
OF ALL NUTS

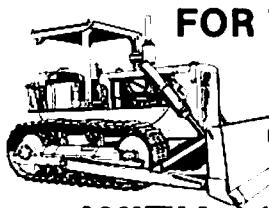
## GUY'S FOODS, INC.

405 South Leonard  
Liberty, Mo. 64068  
(816) 781-6700

802 Lynn St.  
Lawrence, Kan. 66044  
(913) 843-4380



*Serving Lawrence . . . Since 1857*  
Serving Lawrence and the Surrounding  
Area for 121 Years  
With Fashions for the Entire Family  
and Furnishings for the Home



**FOR THE BIG JOBS . . .  
PUSH IT  
WITH "CAT" POWER**



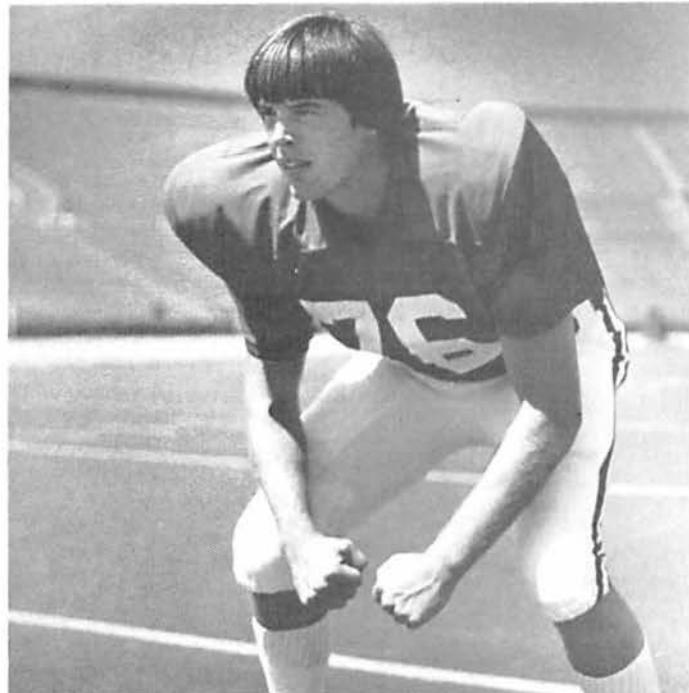
**COMPLETE SALES - PARTS - SERVICE**  
TOPEKA (913) 266-5770 COLBY (913) 462-3913  
CHANUTE (316) 431-3600 CONCORDIA (913) 243-1960

# WELLINGTON, KANSAS SUPPORTS THE JAYHAWKS

and

## JOHN ODELL

**Sophomore  
Defensive Tackle**



**SECURITY STATE BANK**  
Member F. D. I. C.

**GLASCO REXALL DRUGS**  
G. Dale Glasco

**HUEGEL CLEANERS**  
George Huegel

**BYLER — HOLEFELDER INSURANCE, INC.**  
J. L. Byler Frank Holefelder

**YATES—BRANDT CHEVROLET—OLDSMOBILE**  
Horace Yates — Wade Brandt

**TIBBS FURNITURE & CARPET**  
Charles W. Tibbs

**FIRST FEDERAL SAVINGS & LOAN**  
Member F. S. L. I. C.

**KLEY—RADIO STATION**  
Ed & Zora Belle Hundley

**CABLE TV OF WELLINGTON**  
Jud Mitchell

**THE BANK OF COMMERCE & TRUST CO.**  
Member F. D. I. C.  
W. C. Long, Jr., Pres.

**PLESSEY AERO PRECISION CORP.**

**WELCO/MIDWEST DIVISIONS**  
"Leading Producer of Aircraft —  
Aerospace Components."

**THOMAS L. SCHWINN**

**HYTEN FINANCE & INSURANCE**  
Don R. Hyten

**RENN & CO., INC.**  
Bob Renn, Pres.

**WELLINGTON DAILY NEWS**  
Jack Mitchell

**MCDONALD-ATE MOTOR CO.**  
Marvin McDonald Harold Ate

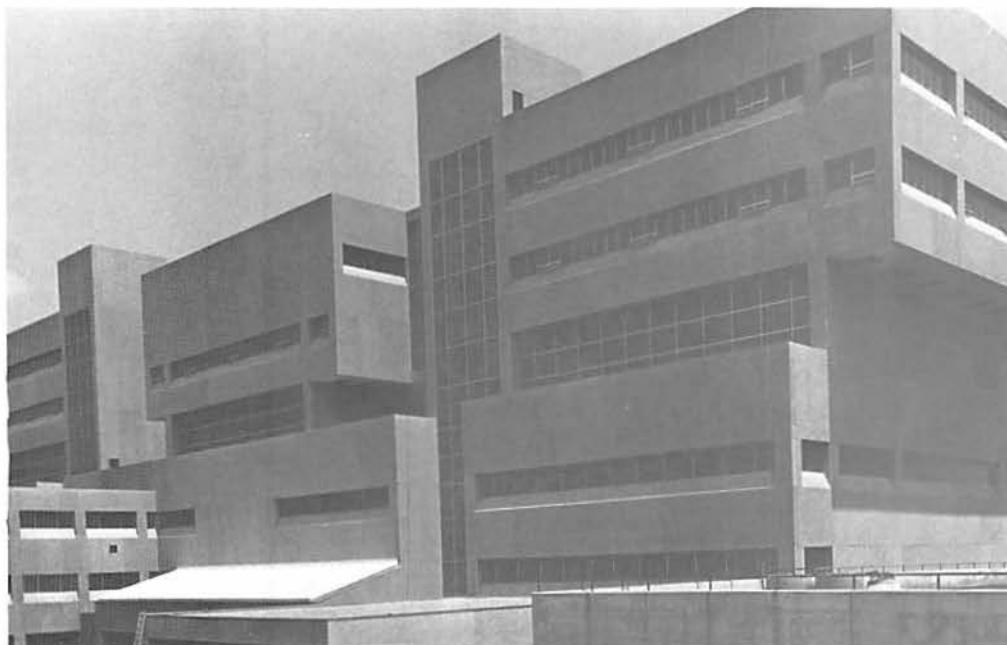
**FIRST NATIONAL BANK**  
Member F. D. I. C.

**WELLINGTON MONITOR-PRESS**  
Eryll F. and Tad Hoff

**KENNY'S STANDARD SERVICE**  
Kenneth Larimore

**SLATE CREEK DEPOT**  
"A Fine Eating Establishment"  
W. Highway 160

# Ten Months for Moving into KU's Great New Hospital



What might be the biggest moving project in Kansas history gets underway this fall as the staff of The University of Kansas Medical Center in Kansas City embarks on the 10-month process of transferring equipment, records, supplies and, finally, patients to the new University of Kansas Hospital.

Five years in construction, the hospital represents the largest single building project in Kansas government history. At a cost of \$57 million, it will house almost every service the Medical Center offers, providing quality health care to Kansans and residents of the Kansas City metropolitan area while serving as an ultra-modern training ground for the state's future doctors, nurses and support personnel.

The figures associated with the building are staggering — 8,500 tons of steel in the frame, 200,000 square feet of pre-cast concrete in the outside walls, 142 miles of conduit, nearly 500 miles of wire and a million pounds of sheet metal ductwork.

Yet, despite the building's enormous size, some of its most striking features are the personal touches the designers have incorporated for patient and family comfort and maximum staff efficiency.

Of the 352 beds, 159 are in private rooms equipped with individual lavatories, showers and temperature controls. Each of the private rooms also features an exchange compartment with doors inside and out of the room to allow transfer of linen, food trays and other articles without disturbing patients.

Each of the intensive care units is equipped for constant monitoring and observation from a central nurses' station. A corridor on the ICU periphery will enable families to view or visit patients without disturbing care routines.

A surgical suite with 23 operating rooms and a 32-bed recovery room will replace all existing facilities. For patients requiring minor surgery, there will be a "surgery center" designed to reduce time and expense usually associated with recovery

from surgery.

All corridors where patients are likely to be moved on stretchers feature indirect lighting instead of blinding ceiling fixtures.

The new hospital also offers major expansions in facilities for outpatient care, family practice and emergency room treatment, all important functions of The University of Kansas Medical Center. In 1977-78, the hospital recorded approximately 317,000 outpatient visits

and more than 30,000 visits to the emergency room.

Features for more efficient internal operations include exclusive, direct elevators between sterilizing and supply rooms in the basement and surgical suites above, a special pneumatic system for laundry collection, and a "minirailroad" that moves on tracks between floors for delivery of medical records, medications and small supply items.

Since the Nov. 10, 1973, groundbreaking for the new KU Hospital, Medical Center staff have anticipated the move, a task that must be accomplished with a minimum break in routine. The key to occupying the new hospital involves accepting the building from the contractor a floor at a time. Occupancy of the lower floors will begin while construction continues above.

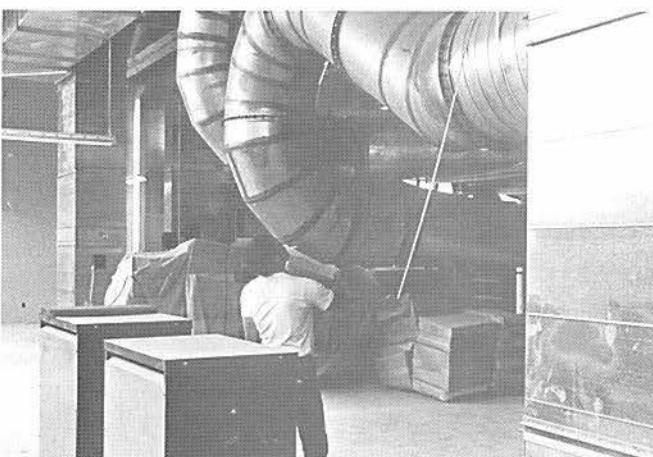
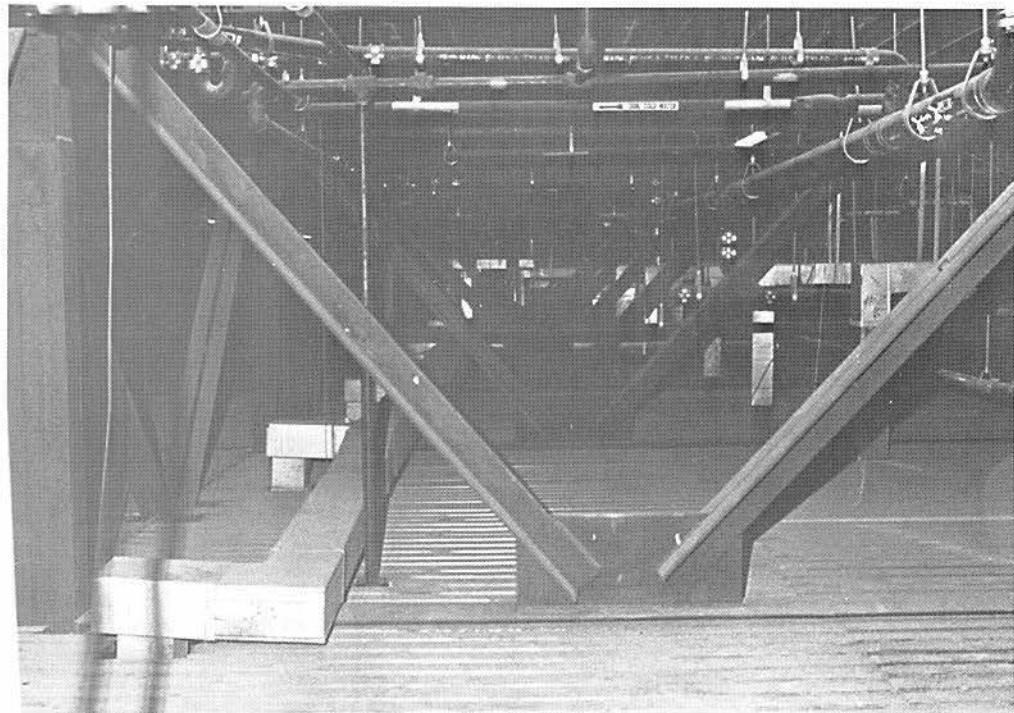
November is the target date for occupancy of the basement, which houses the food service, sterilizing rooms, main pharmacy, linen service and housekeeping facilities, support services vital to the operation of the rest of the hospital.



The move to the ground level is expected to be finished by the end of December. By then, outpatient, family practice and emergency services should be based in the new building; and medical records, the business office and cafeteria should be moved as well.

The first, second and third floors are scheduled for occupancy in January and February 1979. These will house such services as outpatient medicine, neurology and psychiatry; laboratories; radiology; and operating rooms.

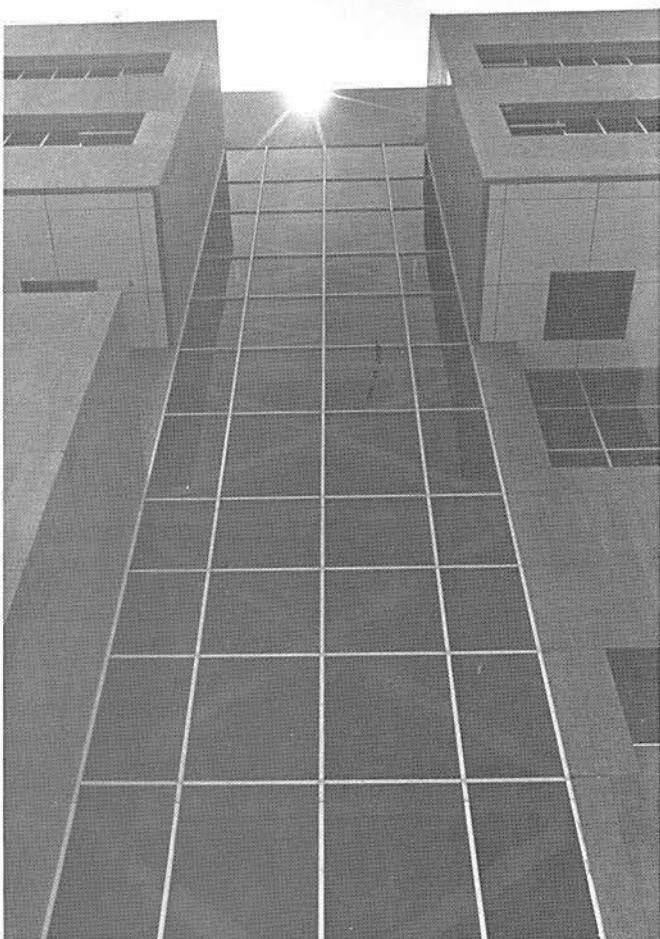
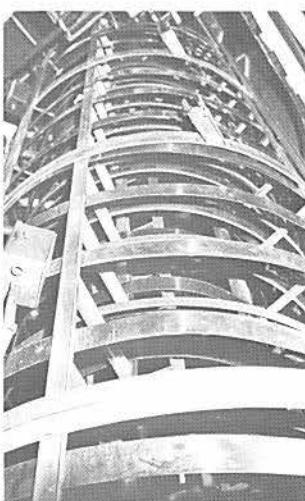
June and July 1979 will bring the final stages of the massive move with occupancy of the fourth and fifth floors, housing private rooms for surgery, medicine and family prac-

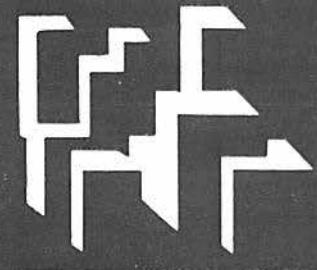


tice patients, and maternity, obstetrics and gynecology, and infant care areas.

Perhaps the most important day in the moving schedule, however, is one on which little actual moving will be done.

On May 18, 1979, in conjunction with KU commencement activities, hospital faculty and staff, alumni, students, and state and area dignitaries will dedicate the new KU Hospital, a symbol of KU's continuing commitment to better health care for all Kansans.





## WILLIAMS-THOMAS & ASSOCIATES

Commercial and Investment Real Estate

John F. Williams

A. Allan Thomas

Steve Clark

Ken Perry

P. K. Worley

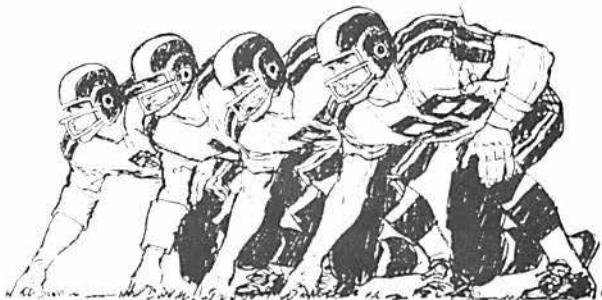
1719 GAGE  
TOPEKA, KANSAS 66604  
913 272-9246

# HOLD THAT LINE!

### AGAINST ENERGY WASTE.

Button up. Close the line on home heating and cooling losses. Caulk and insulate. Don't heat or cool unused rooms. Turn your thermostat a bit lower in winter—higher in summer.

Pulling together, we can all hold the energy "waste-line".



## University of Kansas

# Women's Intercollegiate Athletics

### COMPETITIVE EXCELLENCE

\*\*Women's teams or individuals represented the University of Kansas at nine regional tournaments last year.

\*\*Individuals from five sports represented KU in national competition last year.

\*\*KU has an established and enviable record in Big Eight competition. In 1977-78 Big Eight tournaments:

Swimming and Diving, 1st	Track and Field:
Basketball, 2nd	Indoor, 2nd
Tennis, 3rd	Outdoor, 3rd
Volleyball, 3rd	Cross Country, 5th
Softball, 3rd	Gymnastics, 5th
Golf, 3rd	

### OUTSTANDING COMPETITIVE SCHEDULE

\*\*KU women's teams competed in more than 160 athletic contests and tournaments last year.

\*\*KU women's teams traveled more than 75,000 miles last year to compete.

### SUPERIOR ATHLETIC TRAINING

\*\*Individual physical fitness test administered to all student-athletes and prospective student-athletes before team try-outs.

\*\*Year-round conditioning program combining weight-training and running designed for each sport.

\*\*Full-time certified athletic trainer/physical therapist administers women's training program and facility.

### ACADEMIC COUNSELING

\*\*Curriculum advising from within Women's Intercollegiate Athletic Department.

\*\*Clearinghouse for tutoring and academic financial assistance.

### LADY JAYHAWK ATHLETIC CAMPS

\*\*Week-long summer camps directed by KU women's varsity coaches.

\*\*Coaches, assisted by varsity team members, instruct campers on an individual basis, teaching correct fundamentals, innovative progressions and new skills.

\*\*Five camps offered: basketball, track and field, volleyball, tennis and swimming

FOR FURTHER INFORMATION on the Women's Intercollegiate Athletic Program or Lady Jayhawk Summer Camps, CONTACT:

### Women's Intercollegiate Athletics

101 Allen Field House  
University of Kansas  
Lawrence, KS 66045 (913) 864-4938

# Home of Championship Football !

(2A State Champs — 1975, 1976, 1977)

## B E L O I T

Proudly Salutes  
Our Freshman Hawker

**GRANT THIEROLF**



Beloit Booster Club

Beloit Bootery

Beloit Livestock Auction, Inc.

Beloit Motor Company

The Captain's Quarters

Mr. & Mrs. Thomas H. Conroy

Paul Deneke Insurance

Dockstader Grain Company

Farwell and Sons

First Federal Savings and Loan

First National Bank

Fuller Chevrolet

Marge and Harry Gantenbein

Green-Shamburg Agency

James Clothing

Mastercraft Interiors

Carolyn and Bren Myers

Don and Maxine Noah

North Kansas Savings Assn.

Don and Carol Porter

S. and S. Drug Company

Sadie and Ray Stein

Thierolf Grain Company

Arden and Sharon Treaster

Gerald Zimmer, Auction and  
Real Estate

**Plus hundreds of other relatives, friends and well-wishers from Beloit.**

# *Bank in Lawrence*

- First National Bank of Lawrence
- Douglas County State Bank
- Lawrence National Bank & Trust Co.
- University State Bank



FOLLOW OUR JAYHAWKS THROUGH STORIES  
AND PICTURES IN THE . . .

**LAWRENCE JOURNAL-WORLD**

*The News-Packed Newspaper for More Than 20,000 Families*

# Malott Hall Addition Is Big Step Toward KU's Central Science Complex



**MALOTT ADDITION**—This artist's rendering shows the addition to Malott Hall, as viewed from the southwest side of the existing building. When completed in fall 1980, the addition will provide

Foundations are completed, and construction crews are beginning to erect ground-level column supports for the \$11.5 million addition to Malott Hall, the physical sciences and pharmacy building on the Lawrence campus.

Plans for the addition on the south side of the existing building call for seven stories to provide seriously needed space for the KU School of Pharmacy and bigger quarters for the University's Science Library. A new loading dock on the south side of the building is finished and already in use.

Also included in the plans, prepared for the State Architectural Services Division by the Lawrence firm of Peters, Williams and Kubota, are several improvements for the existing building.

Built in 1954, the older section of Malott Hall will get central air conditioning, better fume hood ventilation systems and corridor lights and double-glazed windows. Much of the preparation for installing the air conditioning was completed before fall classes

began, and workers are hanging the ductwork now.

The addition will be contemporary in design with an exterior finish of brick. It will include two new elevators and be completely accessible to persons with disabilities.

In planning for a future science complex in the south-central section of campus, the designers incorporated a sawtooth projection jutting from the south wall of the addition. It is intended as a connecting point for an overhead walkway linking Malott and Haworth Hall, the life science building to the south.

When the Malott addition is occupied in the fall of 1980, it will provide space needed to bolster the University's pharmacy programs and give library support for other scientific disciplines based in Malott and nearby buildings.

The KU School of Pharmacy, the only one in the state, has experienced rapid growth during the last 20 years. Because of cramped conditions in Malott, offices and laboratories for faculty in the

seriously needed space for KU's School of Pharmacy and Science Library.

chemistry department were located on west campus when the department was founded in 1967. Since then, some faculty from other pharmacy departments have relocated on west campus.

When all pharmacy classes, laboratories and offices are reunited in Malott, students will find that their instructors are more accessible for individual counseling and instruction, and faculty no longer will have to divide their time between teaching in one building and doing research and office work in another.

The move of the pharmacy faculty from west campus also will open up space there for the growing KU Center for Drug Design, a research agency created in 1976 by a five-year, \$1.25 million grant from the National Institutes of Health. The center is a forum for interdisciplinary studies aimed at developing new and better pharmaceutical products.

When completed, the top floor of the Malott addition will be allocated entirely to the Science Library, par-

tially alleviating one of the most critical library needs on campus.

The Malott Library manages reference materials for all the sciences, but many of the works in the collection are scattered in other campus locations because there is no room for them in Malott. Many of the older ones are in storage. The library facilities in Malott also offer few study areas and inadequate space for storage and display of scientific journals and periodicals.

The designers of the Malott addition have planned the seventh-floor library section for easy conversion to laboratories when the section is no longer needed for library space. The University's long-range development plan calls for construction of a large Science and Technological Library to serve the proposed south-central campus science complex. The addition to the Malott Science Library is intended as a temporary solution to the overcrowded conditions of the University's library system until the new facility is built.

## The Class of 1979 Proudly Honors

# KU's Outstanding Teachers

During halftime of today's game, the KU class of 1979 will name its winner of the HOPE Award, Honor for the Outstanding Progressive Educator, carrying on a senior class tradition that began 20 years ago. The HOPE Award was established by the KU class of 1959 to honor KU faculty members for their willingness to help students and for their contributions to the University and the general field of education.

Although there are other prizes for teaching excellence at KU, the HOPE Award remains the only one administered and selected exclusively by students.

This year's five HOPE Award finalists were chosen through a nomination and election process that began early in the school year. Earlier this week, they appeared in a Higher Education Week forum, and they will be honored guests at a public reception in the Centennial Room of the Kansas Union immediately after today's game.

Clark Bricker, professor of chemistry, teaches all the discussion sections for KU's introductory course in chemical functions, in addition to advising freshmen and assisting undergraduate and graduate research.

He also is known for his chemistry "magic shows," demonstrations illustrating basic chemistry principles, which he gives in classes and to groups on and off campus.

Bricker is the only nominee who has won the HOPE Award previously. He won in 1966 and 1970. Instructors are eligible for the award every three years.

Asked why he didn't de-



Clark Bricker



Allan J. Cigler

cline his third finalist nomination, Bricker replied, "I'm not out to try to monopolize the HOPE Award or anything like that, but this is a tremendous honor—when the students select an instructor it is truly an honor.

"I cherish honors that students give far more than promotions from the University, for example."

Bricker said that students are deserving of an instructor who is enthusiastic and interested in what he is teaching and is compassionate to their needs.

"In my teaching, one thing I hope to do is show compassion, even with the slower learner," he said.

Bricker is dead set on encouraging students to ask questions and he does his best never to indicate that a question might be what some would perceive as stupid.

"A question isn't stupid if a student has a problem," Bricker said.

Bricker holds a bachelor's degree from Gettysburg College, an M.S. degree from Haverford College, and M.A. and Ph.D. degrees from Princeton.

This is his ninth year at KU and the fourth consecutive year he has been a finalist for the HOPE award. He said the HOPE nominations had had a positive effect on his classroom performance.

"I don't think I'd ever go into a classroom unprepared. I think in the end it has made me a better teacher," he said. "I think you work harder when you get positive reinforcement in what you do."

Cigler said he had had to change his teaching approach somewhat in his years at KU because the classroom clientele has changed. His political science classes used to be filled with majors; now they are filled with "service components" — students fulfilling a requirement for another major. As a result he has had to broaden his subject matter.

"I find that I have to work harder today in the classroom to interest students in the subject matter than I did four to five years ago because the subject matter doesn't appeal to students as it used to," he said.

Cigler enjoys outdoor activities and takes a special interest in the environment.

"I guess I'm personally concerned with the long-range aesthetic things that suffer in a political system," he said.

In addition to teaching, Cigler is an adviser to the Honors Students Association and Mortar Board.

Joyce Jones, assistant professor of occupational therapy, is the only HOPE finalist not to have been either a semi-finalist or finalist before.

"I look at it more as

something the students have given to me, and I think more of the fact that the students did this rather than the company I'm in," she said.



**Joyce Jones**

Ms. Jones teaches courses in kinesiology, the study of the function of human muscles. She came to KU in 1969 after teaching at the University of Iowa. She received the bachelor of science degree in occupational therapy from KU in 1954 and the master's in 1962 from Western Michigan University. In 1975 she was honored as Outstanding KU Faculty Member by the Commission on the Status of Women.

Reflecting on her college days, she said, "I think the instructors that I learned most from were those who really took time to explain and to help the students understand the material — those who took the humanistic approach and didn't set themselves apart as non-human entities."

She remembered particularly Laurence Woodruff, KU emeritus professor of biology and entomology, as one in that mold.

Of herself, she said one of her strongest points as an instructor was that she really cared about her students' learning.

"They're going to be working with patients —

people who'll be depending on them for their daily functions," she said.

"I strongly feel that any student that has a real desire to learn and is willing to put forth the effort can. I think 90 percent of the student's academic life, and success in that, really comes down to if they want that," she said.

Ms. Jones described herself as a "real nature lover" who likes to fish, birdwatch and garden. She enjoys reading autobiographies, of which Helen Keller's was most memorable.

Donald Jugenheimer, an associate professor, has taught advertising courses in the William Allen White School of Journalism since 1971. He holds bachelor's, master's and doctoral degrees from the University of Illinois, where he taught advertising courses for four years.



**Donald Jugenheimer**

Jugenheimer teaches three courses and directs the school's graduate studies and research programs.

"I always thought professors should be able to demonstrate to me why they found their topic of enough interest to devote their lives to it," he said.

"They should also try to give that same amount of interest to the students," he said.

Jugenheimer said his personal interest in and willingness to help students were his strongest points as an instructor, in addition to providing them with a challenge.

"That's very important to the student; they don't want a watered-down course," he said.

"Sometimes I may expect too much of my students. Some resent it, some don't. I'm not sure I'm willing to apologize though, for being a tough instructor," he said.

Last year was Jugenheimer's first as a HOPE finalist, but it hasn't affected his teaching, he said.

"It's nice to be appreciated for what you're doing and trying to do, but I don't think it's made me tougher or easier," he said. "It may have brought about reassurance in my teaching."

In his spare time Jugenheimer likes to refinish antiques, raise tropical fish, garden and read. Originally, he did not intend to enter teaching.

"I was exposed to some rather good teachers in my upperclass and graduate years in college. In fact, I intended in graduate school not to teach, but as I saw more of the people I thought I wanted to emulate, I changed my mind."

Lee Young, professor of journalism, is serving as acting associate dean of the William Allen White School of Journalism. He also teaches newspaper management and the magazine curriculum.

Before joining the faculty at KU in 1964, Young was business manager for advertising, circulation and personnel management for the Veterinary Medicine Publishing Co. of Kansas City, Mo. He received the bachelor of arts degree in American studies in 1950 from Syracuse University and the M.S. degree in journalism from KU in 1967.

Reflecting on having



**Lee Young**

been a finalist for the HOPE award six of the past nine years, Young smiled and commented, "Always a bridesmaid, but never a bride."

But Young isn't bitter.

"It's very pleasing in one sense. You'd have to lie to say it's not ego satisfying — knowing that students are reacting positively to what you're doing. It's a continuing delight to receive student recognition," he said.

Young said that when he was in college his expectations of a good instructor were one who not only knew his subjects well, but displayed an interest in and had an interest in transferring it to his students.

"I remember very well what it was like to be a student, and I try to put myself into his chair," he said.

In his 13 years of teaching, Young said he didn't think there had been any serious changes in students.

"I know students have changed in respect to how they've felt about campus activities and so on, but I don't find their needs different in their approach in the classroom."

He described teaching as a never-ending job — one that left him with less spare time than he had in the business world.

"To escape the world" he loves to play golf, something he and his wife, Shirley, do together.

# Great Bend, Kansas

Home of the Argonne Rebels Drum & Bugle Corps



Argonne Rebels Drum & Bugle Corps

## 1978 Great Bend Jayhawk Booster Club

American State Bank

Alice & Don Foss

Norma & Jerry Ward

Isabella & Vernon Nuss

Deborah & T. J. Carney

Meschke's

Nora & Lyle Anderson

Betsy Turner & Family

Polly & Bob Parish

Nancy & Clyde Burnside

Lois & Charles Replogle

Security State Bank

Peoples Savings & Loan

Colonial Savings

First National Bank

Marge & Bob Polson

Nancy & Perry Schuetz & Amy

Pat & James Degner

Dorothy & Anol Beahm

Karen & Earl Watkins

Phillips Sporting Goods, Inc.

Mrs. John S. Morrison

Great Bend Manufacturing Co.

Morrison Jewelry

# A Special Salute To Our '78 Williams Fund Members

We are proud of our athletic teams at the University of Kansas. We are equally as proud of the contributors who play a vital role on our athletic scholarship team and who have made our athletic program one of the nation's best.

It is through the efforts of its 3,200 members the Williams Educational Fund is able to supply nearly all the costs of educating, housing and feeding over 270 Jayhawk student-athletes. The generosity and support of Williams Fund members is a key reason why the KU athletic program has made such tremendous strides in recent years.

Through membership in the Williams Fund's six clubs and from contributions through grants, wills and memorials, alumni and friends of the University are providing assistance to young men and women in obtaining an education. This is a gift which has no price tag on it.

All the members of the KU athletic department and teams sincerely appreciate the unselfish donation of each Williams Fund member. It is a very special gift and one which deserves a very special thank you.

## 1978 Jayhawk Club Contributors

# Williams Educational Fund

Achley, Herb Insurance Paola	Bennett, Ransom Ottawa	Brecheisen, Charles M. Wichita	Caldwell, Steve Parsons	Cowherd, Grant Shawnee Mission	Elliott, Donald H. Oakland, Calif.
Acker, Mrs. Christopher Ogdensburg, N.Y.	Berkley, Mike Bennington	Breylogle, J. W. III Olathe	Cameron, Arthur J. Overland Park	Cox, Marvin M. Kingman	Elliott, Jerry G. Wichita
Ackerman, Tusten Fayetteville, Ark.	Bernhardt, George Leavenworth	Briley, Jeffrey B. Kansas City, Mo.	Campbell, Albert D. Larned	Cox, Marvin M. Jr. Wichita	Ellis, Mr. & Mrs. Don A. Prairie Village
Adkins, Ron Mulvane	Biehler, James D. Wichita	Briley, R. M. Wichita	Carlson, A. D. Valley Center	Craven, Wayne D. Shawnee Mission	Evans, John Roy Clifton
Aikens, David Lawrence	Biberstein, Lt. Col. Billy J. Prince George, Va.	Brooks, Mark Topeka	Caroline, James P. St. Joseph, Mo.	Criqui, Orvel A. Lawrence	Evers, John H. Libertyville, Ill.
Anderson, Robert J. Salina	Biggs, Michael & Cathy Topoka	Brown, Bruce Wichita	Caylot, Major Eugene Fl. Leavenworth	Crowley, Greg Excelsior Springs, Mo.	Fails, W. Thom Leawood
Armstrong, A.C. Shawnee Mission	Billick, L. Larkin Brookfield	Brown, Etta M. Atwood	Chaffee, Carl C. Denver, Colo.	Culp, Donald A. Overland Park	Farley, C. H. Parsons
Bailey, David Topeka	Binter, David W. Wichita	Brown, Mr. & Mrs. Norman J. Shawnee Mission	Cash, Jerry R. Overland Park	Cummings, H. Carlysle Topeka	Farmer, Mrs. Fred L. (Pauline) Kansas City, Kan.
Baker, Ella R. Wichita	Black, Wilbur C. Kansas City, Mo.	Brown, Lavera L. Wichita	Chalender, Dr. & Mrs. Ralph E. Shawnee Mission	Curry, Charles C. Kansas City, Mo.	Fast, Dr. Spencer Atchison
Baker, F. Earl Wichita	Blaylock, Stephen J. Wichita	Brownlee, Bob Kansas City, Mo.	Chatelain, Richard H. Prairie Village	Daniels, James R. Wichita	Ferguson, Dr. R. A. Carbondale, Ill.
Baldwin, Harold D. Topeka	Botsford, Mark A. Wheeling, Ill.	Buller, R. Craig Overland Park	Christenson, David J. Sacramento, Calif.	Dave, Mr. & Mrs. Mick Federal Way, Wash.	Fink, Joseph O. Lyons
Ball, Michael A. Wichita	Bowles, Buddy B. Topeka	Bruner, Sam K. Overland Park	Clark, Leonard W. Lawrence	Davies, Scott Wichita	Finley, Stephen W. Oskaloosa
Ballard, John W. III Kansas City, Mo.	Bowman, Phillip L. Wichita	Bryant, J. Richard Wichita	Clendening, Paul C. Overland Park	Davis, William L. Overland Park	Fitzgerald, Mrs. Maxine Topeka
Banker, L. Mercantile Co. Russell	Boxberger, R. E. Russell	Buchanan, Mike Overland Park	Cliford, Jack C. Shawnee Mission	Day, Michael J. Wichita	Fish, Thomas F. Lawrence
Barker, Maurice E. Kansas City, Mo.	Boyd, Edward L. Jr. Wichita	Bunn, Mr. & Mrs. G. Peter Overland Park	Clogston, R. M. Ottawa	Denning, Carroll Overland Park	Fleming, O. J. Wichita
Barner, Stewart Wichita	Boyd, Mike Wichita	Burcham, Riley Lawrence	Cloud, Stephen Shawnee	Devins, Jerome A. Wichita	Fletcher, John F. Leavenworth
Bartsch, Paul W. Jr. Kansas City, Mo.	Bram, Dr. D. R. Hutchinson	Bruegging, Robert J. Prairie Village	Clutter, Charles E. Jr. Larned	Dietz, Jerry Preston	Flint, David L. Prairie Village
Bauer, Martin W. Wichita	Bradley, Brian Leawood	Burge, Frank R. Lawrence	Coats, Charles M. Wichita	Dinkel, Cleatus J. Topeka	Forbes, Jack Stanley
Bayless, Bill Anthony	Brandt, Timothy E. Wichita	Burgess, Robert Wichita	Cole, Steve Russell	Duphorne, Ronald D. Wichita	Forney, Dr. John A. Denver, Colo.
Beck, Keith B. Greensburg	Branson, Guy B. Leawood	Burke, Richard D. Wichita	Collins, Robert M. Wichita	Durrett, Richard D. Jr. Arcadia, Calif.	Forney, Robert H. Topeka
Beeson, William B. Overland Park	Brant, Peggy Sabetha	Burns, Charles Leawood	Collinson, Tom H. Pittsburg	Dyer, Kermil Overland Park	Foster, Benjamin Wichita
Bell, Fern C. Woodward, Okla.	Brawley, Katherine Frankfort	Butell, Carl A. Baldwin	Consolidated Benefit Plans, Inc. Topeka	Eagle, E. R. Topeka	Foster, Starr Dodge City
Bell, Jon Salina	Brazelton, John H. El Paso, Tex.	Byers, Dr. & Mrs. Michael D. Topeka	Cooper, Van W. Fairway	Edgar, Owen Lawrence	Francisco, W. David Prairie Village

# Jayhawk Club continued

Francoeur, Jim Wichita	Hilt, Ward Kansas City, Kan.	Kroenert, Robert M. Prairie Village	Martin, Alison R. Olathe	Nelson, Mr. & Mrs. Harold Lake Harriet City, Ariz.	Redfield, Charles Mission
Fraizer, Scott Wichita	Hoecker, N. W. Lawrence	Kubitschek, Ray L. Salina	Masheter, Clyde W. Shawnee Mission	Newby, Harry K. Lenexa	Reid, Lewis F. Salina
Frederick, Kenneth Wichita	Hoffman, William Westmoreland	Kvaternik, Zonie Kansas City, Mo.	Mason, Alexandra Lawrence	Newlin, Stewart Wellington	Reid, Tad C. Jr. Kansas City, Mo.
Frickey, Charles L. Oberlin	Hollinger, L. A. Prairie Village	Lacey, Phil Atchison	Mast, Mr. & Mrs. Herman Lawrence	Nicholson, Eldon G. Olathe	Reinking, Daryl Wichita
Fritzeimer, Jim Wichita	Hornback, Frank Parsons	Lake, Stephen C. Manhattan	Masters, George W. Kansas City, Kan.	Nienstedt, John F. Kansas City, Mo.	Reuter, Mr. & Mrs. Ronald S. Shawnee Mission
Gaither, Mr. & Mrs. Max Topeka	Houlik, Steven A. Wichita	Lange, Benjamin C. Wichita	Mastio, John H. Wichita	Nusbaum, Garren G. Leawood	Reynolds, Deborah Minneapolis, Minn.
Gencur, James A. Lenexa	Hower, John H. Russell	LaRue, William W. Kansas City, Mo.	Matchell, Jeremy A. Lawrence	Olson, Evan Wichita	Rich, Horace H. Coldwater
Gerdes, William D. Herkimer	Huddleston, Larry K. Lenexa	Laverty, Wayne O. Shawnee Mission	Meade, Julio Lawrence	Orthwein, Elizabeth Ann Hutchinson	Richardson, Kent Derby
Giles, Ben M Wichita	Hurst, Ervin R. Madeira, Ohio	Leiker, Genevieve L. Great Bend	Mears, Jim Wichita	Overall, C. Gage Jr. Wichita	Richey, Keith D. Wichita
Gilles, E. J. Leawood	Hutchings, Mr. & Mrs. William C. Olathe	Leinwetter, Larry Lawrence	Meschke, Addison H. Hutchinson	Palmateer, Craig R. Wichita	Reece, Richard J. Salina
Glasse, C. A. Jr. Kansas City, Kan.	Ice, C. Fred Newton	Lemoine, Albert N. III Overland Park	Miles, John C. Wichita	Palmer, Dr. Brian Shawnee	Richey, M. R. Wichita
Glazier, J. D. Salina	Ireland, Emmett E. Merriam	Lentz, Stan Overland Park	Miller, Larry Topeka	Palmer, W. Craig Wichita	Ritchie, Hale Thompson Wichita
Goetz, Jerry Hays	Ireland, Mrs. Jane Leawood	Lesch, Joe Lawrence	Miller, Mike Belton, Mo.	Pankratz, Howard Bartlesville, Okla	Robe, Lyle Jr. Studio City, Calif.
Golub, Alex Shawnee Mission	Jarvis, John E. Winfield	Levand, Mike Wichita	Millert, Gregory T. Shawnee Mission	Paxson, C. L. Topeka	Roberts, Gail Oswego
Good, Wendell L. Prairie Village	Jeter, William W. Hays	Levine, Edward S. Kansas City, Mo.	Mills, Mr. & Mrs. William S. McPherson	Peck, Robert F. Sioux City, Iowa	Robinet, Thomas A. Jr. Prairie Village
Goodman, Philip J. Ponca City, Okla	Johnson, Carl B. Topeka	Lewis, Phil H. Topeka	Mitchell, David F. Tulsa, Okla.	Pellegrino, Harold Topeka	Robison, R. A. Lawrence
Gordon, Stephen Wichita	Johnson, O. K. Topeka	Linn, Mr. & Mrs. Harry H. Ness City	Mitchell, Kent E. Prairie Village	Peterson, George J. Marysville	Roepke, Craig Mission
Gough, Capt. Michael J. Omaha, Neb.	Johnson, William C. Oklahoma City, Okla.	Lippitt, John A. Topeka	Mitchell, Stephen G. Overland Park	Peterson, Ken Wichita	Rose, E. J. Salina
Gradinger, Richard W. Leawood	Jones, Bill L. Topeka	Little, Morris A. Topeka	Mize, Karen Salina	Petty, Douglas G. Kansas City, Mo.	Ross, David A. & Carol L. Topeka
Greef, Albert O. Lawrence	Jones, Endsley Terrence St. Louis, Mo	Lloyd, Mrs. Helen S. Kansas City, Mo.	Mohler, H. E. Harveyville	Phelps, Jon Leawood	Ross, Larry D. Overland Park
Greenamyre, Mr. & Mrs. David A. Leavenworth	Jones, Tom Prairie Village	Lynd, Lloyd Jr. Kansas City, Mo.	Moles, Marvin L. Hartford	Phillips, Thomas H. Salina	Ross, Randle L. Arvada, Colo.
Greenwood, Jack Medicine Lodge	Jones, Walter F. Scott City	Lonergan, Dan Overland Park	Moore, M. R. Prairie Village	Pollard, Reese Shawnee Mission	Roth, Charles B. Salina
Griffith, W. E. Shawnee Mission	Jorgensen, John F. Wichita	Loney, John M. Beloit	Moore, Robert B. & Janelle J. Ottawa	Post, Danny D. Dodge City	Roth, Elmer Great Bend
Grimes, James L. Jr. Topeka	Kamonsky, Lawrence Kansas City, Mo	Longenecker, J. E. Shawnee Mission	Morris, Jack Wichita	Powell, Larry K. Leavenworth	Rouse, Lyle J. Topeka
Gronk, Stanley Kansas City, Kan.	Kane, Gene R. Overland Park	Lott, Mr. & Mrs. S. A. Ottawa	Morrison, Lee S. Wichita	Powell, Mora Nickerson	Rowan, Mr. & Mrs. Roger Kansas City, Mo.
Guettermann, Norman C. Salina	Karns, Larry & Pamela Topeka	Louderback, Wayne Hurst, Tex	Murphy, William A. Wichita	Powers, E. R. Wichita	Rupe, Alan L. Russell
Hale, Wesley Jr. Edwardsville	Kaufman, Orval J. Wichita	Loudon, Byron Overland Park	Myers, Robert M. Kansas City, Mo.	Powers, H. Wayne Overland Park	Sanberg, Joe R. Osage City
Hall, Lucille Wichita	Keenan, John R. Great Bend	Lowe, Donald E. Topeka	McCalley, Richard W. Olathe	Prager, David Topeka	Samuel, Charles F. Overland Park
Hammond, Charles E. Overland Park	Kelley, James W. Paola	Lowe, Richard D. Caldwell	McCamish, M. Warren Kansas City, Kan.	Price, Bruce A. Topeka	Samuel, T. D. III Shawnee Mission
Hanrahan, Kelly Topeka	Kelly, Dan R. Wichita	Lowe, Terry & Robert Olathe	McEachen, J. Gary & Joan Shawnee Mission	Price, Dick Jr. Wichita	Sanneman, W. Eugene Topeka
Harris, Phil Tulsa, Okla	Kiesow, Mrs. Albert O. Bonner Springs	Lukens, Susan Fischer Wichita	McEachen, Richard E. & Judy Prairie Village	Prochaska, George E. Topeka	Saylor, Leslie L. Topeka
Harrison, E. Eugene Kansas City, Mo	Kingman, Nancy M. St. Paul, Minn.	Maffett, Howard R. Oklahoma City, Okla	McClelland, John O. Mission	Ptacek, Francis Russell	Schell, W. F. Goddard
Hayes, Michael C. Lawrence	Kipp, Joe C. Hot Springs, Ark.	Manka, Richard Wichita	McCrory, Marilyn J. Lenexa	Quier, Jack Pittsburg	Schenkel, Marie H. Great Bend
Hedrick, Clay E. Jr. Newton	Kliener, Karl Topeka	Martin, James L. Topeka	McElhaney, Mrs. A. H. Houston	Quillen, David Wichita	Schick, Doyle D. Overland Park
Heinz, Curt Topeka	Knipp, Kenneth W. Onaga	Martin, Mr. & Mrs. John Topeka	McFarland, Merlin L. Kingman	Rader, Jack Lawrence	Schmidtberger, Gary Lawrence
Henman, Ivan L. Troy, Ohio	Kirkpatrick, James W. Shawnee Mission	Mausolf, Lavern Prairie Village	McMillen, Audra Baldwin	Ramsey, Brian C. Overland Park	Schneider, Vern H. St. Louis, Mo.
Henock, Bruce Topeka	Knorr, Eric T. Wichita	Manweiler, Larry M. Hoisington	McMillion, Mrs. J. D. Coffey, Ia	Ramsey, Craig R. Overland Park	Schirkolsky Topeka
Hesse, Burns Rossville	Kovac, Charles A. Kansas City, Kan.	Markham, David K. Parsons	Naylor, Robert W. Kansas City, Mo.	Rankin, Elmo C. Clay Center	Schulz, Dr. B. L. Russell
Hills, John H. II Lawrence	Kovanda, Everett Salina	Marshall, L. J. Jr. Topeka	Nelson, Donald Topeka	Rea, Don W. Kansas City, Mo.	Schultz, Richard A. Topeka

## Jayhawk Club continued

Scofield, Bill H. Emporia	Slagell, Curt Littleton, Colo.	Spencer, Dan S. Jr. Overland Park	Thirsk, Stan Kansas City, Kan.	Voran, Bruce H. Pretty Prairie	Wick, Donald U. Smith Center
Scott, Stan Topeka	Sinclair, William A. Osawatomie	Spreier, Don Larned	Thomas, David M.	Waddell, James A Topeka	Widick, Gloria B. Atchison
Seers, James E. Overland Park	Slaymaker, Helen K. Leawood	Spring, F. M. Lyndon	Thomas, Jay D. Overland Park	Wagstaff, Charles G Topeka	Wiksten, Dr. Vernon C. Topeka
Segerson, John Topeka	Slaymaker, John Wichita	Staker, Rodd D. Kansas City, Mo.	Tincher, John C. Lyndon	Wainwright, Ken Bakersfield, Calif.	Wilbur, Ray Lawrence
Selders, Sandra L. Kansas City, Mo.	Small, Marvin B. Westlake Village, Calif.	Stedham, Austin W. Lawrence	Tregemba, Robert Chesterfield, Mo.	Walker, Leland M. Lenexa	Williamson, Jana Scott City
Sengpielh, Richard Parsons	Smith, Arlyn G. Larned	Steele, H. R. Topeka	Triff, James R. Prairie Village	Wall, Roscoe W. Salina	Wilson, Charlie Wichita
Senor, Mrs. S. E. St. Joseph, Mo.	Smith, John Charles Medicine Lodge	Stearns, Leonard L. Kansas City, Mo.	Triplett, Tom Wichita	Wilson, Arken L. Hill City	Wilson, Kent R. Overland Park
Seymour, Paul A. III Wichita	Smith, Rodney C. Wichita	Stene, Elin J. Lawrence	Tschudy, Will B. & Cynthia Olathe	Wairafen, Robert D. Roeland Park	Wilson, Mrs. Paul A. Jr. Fairfax Station, Va.
Shaw, Dr. & Mrs. Richard Wichita	Smith, Thomas A. Ingalls	Stevens, R. L. Olathe	Turck, John F. Los Angeles, Calif.	Walters, Arlen R. Lawrence	Winn, Mr. & Mrs. David Wichita
Shea, Edward T. Salina	Smith, Wendy Overland Park	Stillings, William E. Atchison	Turner, Kenneth R. Topeka	Warbinton, David K. Wichita	Winter, Maureen Newton
Shea, Neil P. Mission	Smith, William T. St. Paul, Minn.	Stockemer, Gordon Wichita	Tuttle, Emmett J. Kansas City, Kan.	Weatherholt, Robert T. Prairie Village	Woodburn, Dr. J. T. Muskogee, Okla.
Sheldon, William G. Wichita	Smyser, Frank Lawrence	Stone, Harris Lawrence	Twaddell, Stephen Prairie Village	Weber, Claude Havensville	Yarnevich, Ernie, Jr Fairway
Shepher, Karen Lawrence	Snook, Ray T. Topeka	Stricklin, Miss Cleo E. Wichita	Uish, Ray Prairie Village	Westerhaus, Douglas B. Junction City	Yarnevich, Ernest N. Kansas City, Kan.
Shields, Wayne L. Overland Park	Soden, John R. Prairie Village	Strom, Wendell V. Topeka	Vancrum, Robert Overland Park	Whitaker, Joe Liberty, Mo.	Yarnevich, George Salina
Sieverling, Lynne Lenexa	Soden, Stephen S. Kansas City, Mo.	Sullivan, Thomas E. Overland Park	Vaughan, Lloyd R. & Marilyn Leawood	Whitaker, John C. Kansas City, Kan.	Yonally, Dr. James L. Overland Park
Sifers, Russell S. Kansas City, Mo.	Soliday, Dr. H. L. Independence, Mo.	Taylor, Charles Jr. Lawrence	Vickers, Jerry L.	White, William D. Overland Park	Young, Richard E. Kansas City, Mo.
Simpson, Mr. & Mrs. Robert Ft. Sheridan, Ill.	Spain, Lyle E. Waterville	Taylor, Lynn F. Ottawa	Viott, Randy Kansas City, Mo.	Whitford, J. S. Osawatomie	Zimmerman, Albert E. Troy
Sims, Willis N. Topeka	Spencer, Charles K. Fairway	Taylor, Max L. Topeka	Vollertsen, Mr. & Mrs. Steven C. Norton	Whitmyer, Mrs. Dorothy Wamego	Zongker, John D. Wichita

## 1978 Directors Club Contributors

Becker, Bob Wichita	Holland, Catherine Topeka	McRae, Donald D. Topeka	Slawson, Charles J. Wichita
Billings, Robert Lawrence	Holland, Helen M. Russell	Parrott, W. G. Jr. Jensen Beach, Fla.	Stewart, John T. III Wellington
Borders, James A. Denver, Colo.	Holland, Michael Russell	Phi Delta Theta Educational Foundation Lawrence	Shartz, James Wichita
Brock, Robert L. Topeka	Isern, Alan Ellinwood	Schroeder, Robert A. Kansas City, Mo.	Wagnon, Ken Wichita
Coulter, Jamie Wichita	Krouse, Morris J. Wichita	Shaffer, W. R. Russell	White, Tom Wichita
Evans, S. Dean Salina	Learned, Stanley Bartlesville, Okla.	Stanford, Lee R. Concordia	Williams, C. D. Jr. Anthony
Evans, Sam Salina	Linquist, Edwin Topeka	Steinmitz, Jack Dodge City	
Hershberger, Jim Wichita	McGinnis, Walter F. Sr. El Dorado		



# The Heart of Kansas Athletics

The Williams Educational Fund  
The University of Kansas

**Purpose:** The heart of any successful intercollegiate athletic program is the ability to recruit worthy student-athletes and, once recruited, to underwrite their grants-in-aid so that the program will not be a burden on the other areas of the University. This is the purpose of the Williams Educational Fund.

**Williams Fund:** Today's Williams Educational Fund is an outgrowth of the Outland Club, started in 1949 under Dick, Skipper and Odd Williams. The Williams' family was responsible for raising over \$2 million for athletic scholarships from 1949-1973. The Williams Fund underwent reorganization in 1973 and has continued growing steadily. The fund provides much needed private monies for the total intercollegiate athletic scholarship program.

Over 3,200 members, and growing daily, contributed \$700,000+ in 1977. Our goal in 1978 is to totally fund Jayhawk athletic scholarship expenditures. This cost was \$725,000 in 1977 and in 1978 will be \$750,000.

Presently, over 270 Jayhawk athletes at Kansas are receiving scholarship grants-in-aid. With recruiting and scholarship costs caught in an inflationary spiral and with the need to upgrade athletic facilities, it is imperative that the Williams Fund carry its full share of the costs. As the Williams Fund nears its goal of 100 per cent of the athletic scholarship budget, other athletic income will be released for needed improvements.

We are waging the war and we are winning, but we need your help!!

**Tax Deductions:** All contributions payable to the Williams Fund, regardless of amount, are TAX DEDUCTIBLE and are deposited with the Kansas University Endowment Association. Every dollar (100 per cent) contributed is used to pay the scholarship expenses of men and women student-athletes, eg., tuition, room, board, books and fees.

**Information:** All contributions are credited in the year in which membership is pledged. Contributions may be paid in installments. The Williams Fund is qualified for Matching Gift Programs of most companies.

**Kansas athletics needs your vital support; the Williams Fund solicits your help. Talk with a team member of the Williams Fund today or contact John Novotny or Don Fambrough with the Williams Fund office.**

**WILLIAMS EDUCATIONAL FUND / ALLEN FIELD HOUSE / LAWRENCE, KANSAS 66045**

**PHONE NUMBER: 913-864-3946**

## 1978 The University of Kansas Williams Educational Fund

Name	County	Jayhawk Club 25-99	( )
Address	Zip	Outland Club 100-249	( )
City & State		Crimson Club 250-499	( )
Telephone* (Home)	(Office)	Victory Club 500-999	( )
Spouse's name	Birthday	Blue Chip Club 1,000-Up	( )
<input type="checkbox"/> Renewal	<input type="checkbox"/> New Member	Directors Club 2,500-Up	( )

\*Please List Area Codes

In Order To Support The Williams Educational

Fund, I Wish To Give: Total Amount \$

Paid In Annual      Semi Annual      Or Quarterly      Amounts.

Contributions Can Be Doubled Through Matching Gift Programs.

You May List My Name As A Contributor in Souvenir Programs

Yes     No

hot  
n. juicy



We fix 'em 256 ways



**LAWRENCE:**  
523 West 23rd St.

**TOPEKA:** 2027 Fairlawn  
3250 South Topeka Ave.



## CREATIVE LIGHTING

*"Lawrence's Largest Selection of Lighting Fixtures"*

1111 Massachusetts  
Lawrence, Kansas 66044  
Phone 841-4571

Beautifully designed by Creative Lighting of Lawrence. A 19" diameter in traditional KU crimson and blue. Constructed on heavy poured resin with a separate white diffusing globe. Allow approximately 6-8 weeks for delivery because each fixture is cast separately. Simply send in the coupon.

### "KU Jayhawks"

- Suggested retail price \$196.00
- Creative Lighting special \$160.00
- With each fixture sold, there will be a donation to the Williams Educational Fund.

Please send me a KU Jayhawk light.  
I understand it will take approximately 6-8 weeks.

Please put \$160.00 plus \$5.60 for tax on

Visa Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Master Charge # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

or, enclosed is a check for \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

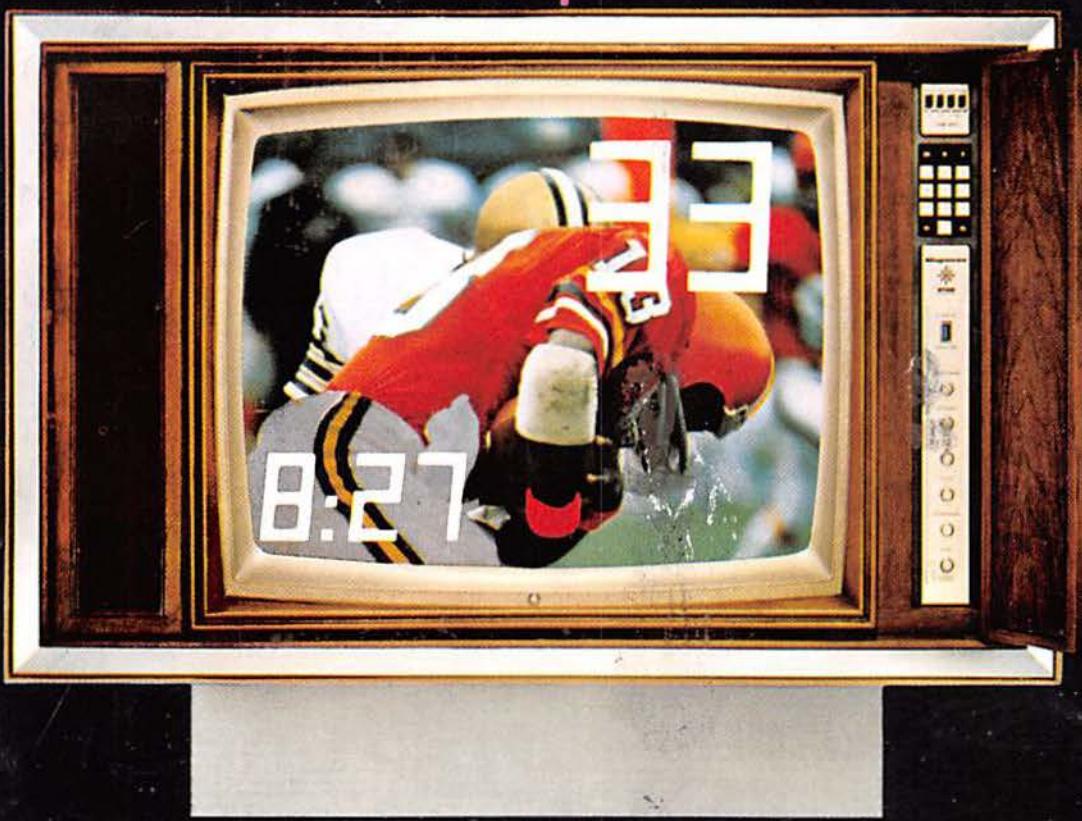
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

NEW!

# COMPUTER COLOR 330™

FROM MAGNAVOX TOUCH-TUNE TELEVISION.

A 25% SHARPER, CRISPER, CLEARER COLOR  
PICTURE THAN EVER BEFORE POSSIBLE.



MAGNAVOX  
MAGNAVOX  
MAGNAVOX  
MAGNAVOX  
MAGNAVOX  
**MAGNAVOX**  
QUALITY IN EVERY DETAIL